

# The American Perfumer

and Essential Oil Review

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NEW YORK

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U.S. DEPARTMENT OF AGRICULTURE

U. S. Department of Agriculture



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See also page 9

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# CONTENTS

for  
MAY, 1933

May Include Cosmetics in New Drug Act.....	99
A.M.T.A. Convention at New York .....	101
The Present Unpopularity of Profits, by Leroy Fairman .....	109
Smith Heads Drug Manufacturers .....	111
duPont-Sylvania Suit Settled .....	111
The "New Deal" for Industry .....	114
Eyebrow Pencils Dutiable as Cosmetics.....	115
Coming Conventions .....	115
N.A.I.D.M. to Meet in Chicago .....	115

## EDITORIALS

The A.M.T.A. Convention .....	116
Watch Your Claims! .....	117
Protecting the Package, by Ruth Hooper Larison .....	118
New Bill Ends W. Va. Tax .....	120
Spice Trade Association Convenes .....	120
Vitamins A and D in Cosmetics, by Maison G. de Navarre .....	121
Desiderata, by Maison G. de Navarre .....	123
Doctors Hear Talk on Cosmetics .....	124
Plans for F.E.M.A. Convention .....	124
Powdered Henna a Non-Enumerated Article .....	124

## TRADE NOTES .....

Chicago Trade Notes .....	136
Circulars, Price Lists, etc. ....	137
New Incorporations .....	138
Business Records .....	138
Canadian News and Notes .....	139
Patent and Trade Mark Department .....	147

## CROP AND MARKET REPORTS AND PRICES

CURRENT .....	150
---------------	-----

## SOAP INDUSTRY SECTION

Window Display Experiments .....	154
Magnesium Carbonate in Soap .....	154
Soap Materials Market Report .....	156

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and Essential Oil Review

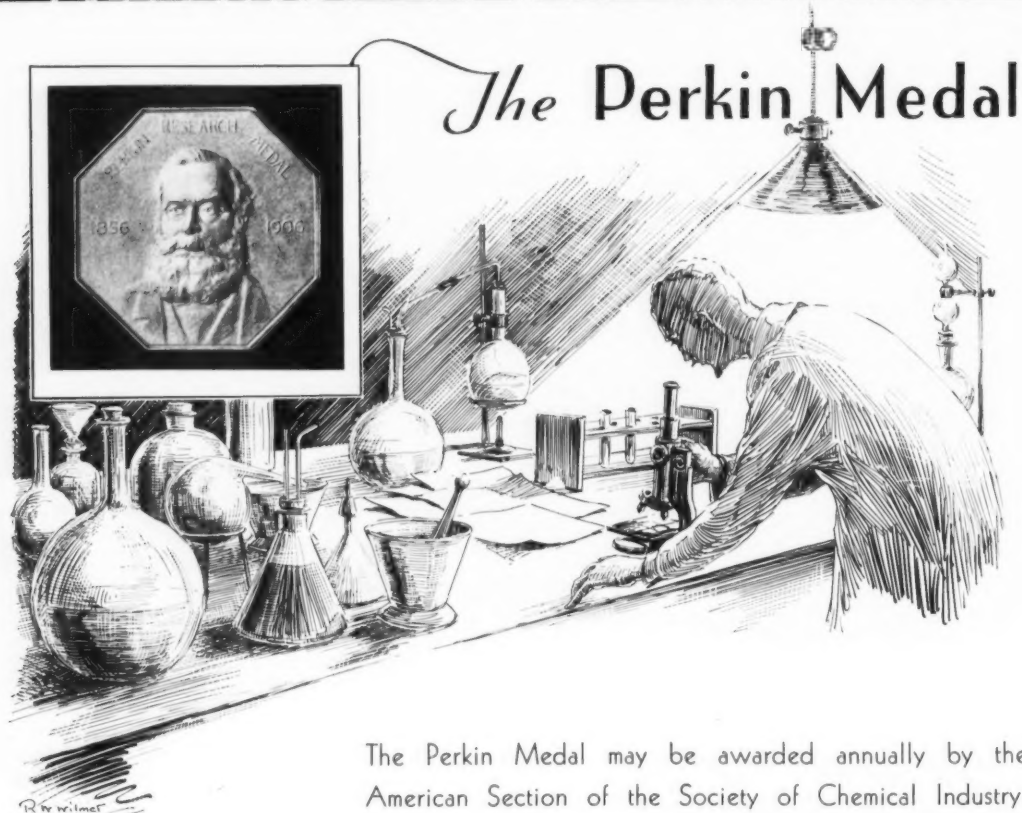
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VOL. XXVIII

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No. 3

# •• AWARDS FOR MERIT ••



The Perkin Medal may be awarded annually by the American Section of the Society of Chemical Industry. Any chemist residing in the United States is eligible for this honor in recognition of the most outstanding work in applied chemistry.

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# The American Perfumer

and Essential Oil Review

MAY, 1933

Established 1906

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Vol. XXVIII, No. 3

## May Include Cosmetics in New Drug Act

*Completed Bill Submitted to Attorney General for Opinion*

*Would Control All Collateral Advertising*

*Also Medical Appliances*

**A** DRAFT of the proposed revision of the Federal Food and Drugs Act which is intended to replace the present law has been completed by officials of the Department of Agriculture and has been submitted to the Attorney General for his opinion on certain phases of regulatory features.

Work on this new bill has been progressing in the Department of Agriculture under the direct supervision of Assistant Secretary Tugwell and Walter G. Campbell. It is designed to afford the consuming public greater protection than it has under the present law and at the same time to provide for the greatest possible co-operation among the various branches of the food, drug and cosmetic industries. If the regulatory features are passed upon by the Attorney General, it will be submitted to the President. Mr. Roosevelt is known to favor the strengthening of the Food and Drugs Act at the earliest opportunity, and it is believed that the bill may be presented to Congress during the present emergency session, although it is extremely doubtful that any action will be taken until the next regular session of Congress in January.

### Points Raised in Bill

The intention of the Department in presenting the bill at this time is to focus public opinion upon the situation and to open the subject to as wide discussion as is possible. While complete provisions of the bill are not as yet available to the public, officials of the Department of Agriculture have indicated that numerous features discussed recently will be included in the draft which is finally presented to Congress. Among these the most important are the following:

1. The bill will extend the scope of the Food and Drugs Act to include toilet preparations and cosmetics. In the past, only those cosmetics and toilet preparations which made medicinal claims upon their labels have been subject to the jurisdiction of the Department of Agriculture. The Department has long sought greater regulatory powers over claims and advertising

of cosmetics in general and this will be secured should the bill pass with the cosmetic section included.

2. More complete and informative labels regarding the ingredients of various products coming within the scope of the law will be provided under the new measure.

### Includes All Advertising

3. The powers of the Department of Agriculture over the food, drug and cosmetic products will be extended by the new bill to include not only the claims made upon the labels, but also advertising claims made in newspapers, periodicals and over the radio. This point has long been stressed by officials of the food and drug administration as desirable in connection with products coming within the scope of the Act, and they have many times pointed out that the limitation of their authority to claims actually appearing on the label materially hampered them in protecting the public against misbranding.

4. It is understood that a requirement of the old bill will be released under the new measure and that the government would no longer be required to establish an intent to deceive in connection with the labeling and advertising of food and drug products. This will permit the authorities to proceed against foods and drugs incorrectly or misleadingly advertised on the basis of the statements actually appearing on the labels without the necessity of establishing intent on the part of the manufacturer.

### Secretary to Set Standards

5. In the past, the standards established by the Food and Drugs Act have been those contained in the United States Pharmacopoeia and the National Formulary which have been revised by independent non-governmental bodies. Under the law it is understood the Secretary of Agriculture would be empowered to define and enforce standards and to require other standards or other tests than those in the U. S. P. and N. F. He might also under the proposed measure apply a

permit system to the industries, issuing permits to manufacturers with the power to suspend and renew such permits upon violation of the law. The Secretary of Agriculture would also be empowered to assist in the negotiations of trade agreements concerning standards and to make these standards compulsory. In addition to cosmetics, mechanical devices intended for the treatment of disease and correction of abnormal physical conditions would be included in the act.

In a brief statement announcing that the bill had been submitted to the Attorney General, the Department of Agriculture made it clear that the proposal does not provide censorship of advertising in advance of its use, but that false advertising may be prosecuted in the Federal courts under the law. Such prosecution would be directed against the source (that is, the manufacturer, distributor or dealer) and not against advertising mediums and agencies, although the latter would be compelled to inform the government of the source of the advertising.

#### "Ambiguities and Innuendoes"

The sections of the new bill relating to the control of labeling and advertising cover not only directly false or misleading statements, but ambiguities, inferences or innuendoes which might give the consumer a misleading impression of the content or usefulness of the product. The bill would also prohibit advertisements containing the names of diseases or abnormal conditions for which the drug in question is not a specific cure, even though it may be a palliative, unless it is expressly stated that the drug is not a cure. Claims which are contrary to the general opinion of the medical profession are prohibited, as are advertisements, except in professional journals, of products for the treatment of specific diseases in which self-medication is dangerous.

It is understood that ample time for discussion and consideration will be granted the new measure, and that adequate hearings will be provided when it is submitted to the Congress. There is no intention of making the measure an "emergency" bill, and it is extremely unlikely that any action other than its introduction will be undertaken at this session of Congress.

#### Powder Creams

H. S. REDGROVE, *The Manufacturing Chemist*, 4, 77, 1933.—Comparing the value of talc, titanium oxide, and zinc oxide in creams that can be applied to the skin for the purpose of whitening it are discussed. The author believes that powder creams do not compare to the more elaborate methods of make-up. Powder creams, however, are of value on skins that do not favor the adherence of powder. The best combination of whitening agent is 2 parts of titanium oxide with 1 part of purified talc, this combination to make up about 5 per cent of the cream. Diglycol stearate, glyceryl mono stearate and other synthetic waxes of this type are suggested as bases. Cream can be tinted or used sans tint. Any perfume that does not tend to discolor the cream can be used. All of which leads to no great outlay of machinery for the production of powder creams, especially in small scale units. Formulas as well as directions for compounding are given.

## Talc Industry in 1932

TO supply the mineral industry promptly with data on talc and soapstone production and markets during the past year, the following information is furnished by the United States Bureau of Mines.

The total quantity of talc sold by producers in the United States in 1932 was 123,221 short tons, valued at \$1,361,633, according to individual reports furnished by producers. Corresponding figures for 1931 were 163,752 short tons, valued at \$1,852,472. The figures for 1932 comprise 5,635 short tons of crude talc, valued at \$51,657; 107 tons of sawed or manufactured talc, valued at \$17,749, and 117,479 tons of ground talc, valued at \$1,292,227. Soapstone in the United States is practically all obtained by one company at Schuyler, Nelson County, Virginia.

Talc was commercially produced in California, Georgia, Maryland, New Jersey, New York, North Carolina, Pennsylvania, Vermont, and Virginia. Production in Georgia and North Carolina was greatly reduced. Shipments by individual States declined from 4 to 26 per cent in quantity, and from 5 to 60 per cent in value; total shipments showed decreases of 25 per cent in quantity and 26 per cent in value. Despite the generally unfavorable condition of the talc industry in 1932, there were two producers, one in the East and the other in the West, who were able to find larger markets for their product. Due to reduced demand from the paint, paper, prepared roofing, and rubber trades, which consume approximately 85 per cent of the domestic production, the talc industry as a whole experienced a marked depression in 1932.

Total imports of talc and soapstone for consumption in the United States also followed the general downward trend. The quantity imported (19,978 short tons) was 85 per cent of the amount imported in 1931, and the value (\$357,109) was 82 per cent of the corresponding figure for 1931. Imports from each of the principal foreign countries from which talc or soapstone is obtained in this country, namely, Canada, France, and Italy, showed declines compared with 1931.

#### Wages in Argentine Perfume Industry

The Argentina National Department of Labor recently published a study of salaries and wages in the many industries of the city of Buenos Aires during the years 1928-1929. Present salaries are slightly lower, but the decline has not been great. Average monthly wages in the perfume factories were found to vary from 335 pesos for shop foremen, to 180 pesos for workmen, 120 pesos for peons, and 88 pesos for women bottlers. Highest paid workers were chemists, at about 500 pesos. (One paper peso is worth approximately 25 cents in United States currency at the present time.) (*Assistant Trade Commissioner Jule B. Smith, Buenos Aires.*)

#### J. P. Harris Heads Oil Chemists

J. P. Harris, of Chicago, was elected president of the American Oil Chemists Society at its annual convention, held May 11 and 12 in New Orleans. He succeeds N. C. Hammer, of Dallas, Tex.

# A. M. T. A. Convention at New York

*Proceedings of Annual Meeting at Waldorf-Astoria Hotel, April 25, 26 and 27*

**A**DOPTING a resolution calling for a Trade Practice Conference with the Federal Trade Commission and a report of its committee on trade practices outlining six major reforms to be discussed and adopted at the conference, the Associated Manufacturers of Toilet Articles closed its thirty-ninth annual convention at the Waldorf-Astoria Hotel in New York on April 27. The three-day meeting centered entirely about the report of the committee on trade practices and the discussions of all three days of the annual meeting were centered upon the subject of merchandising practices and the alleged abuses which have grown up in the distribution of toilet articles during the period of extremely rapid growth which the industry has enjoyed during the last fifteen years.

Unfortunately the proceedings of the convention cannot be said to present the united sentiments of the industry with respect to these questions. A number of the active members, several of them of importance in size and influence in the industry, withdrew from the association and took no part in the proceedings at the meeting as a protest against the action of the committee on trade practices in bringing up a discussion of the "hidden demonstrator" and particularly in enlisting the support of the Federal Trade Commission in straightening out the difficulties of distribution, especially through the department stores.

The resolution which will result in calling the conference is as follows:

## Resolution Calling Conference

*Whereas*, it has been found impossible to secure an agreement binding on all manufacturers of toilet articles that would enable your Association to eliminate practices that are inimical to the best interests of manufacturers, retailers and consumers alike, now then, be it

*Resolved*, That a Trade Practice Conference with the Federal Trade Commission be called forthwith, at which appropriate rules shall be formulated.

## Trade Practice Report

The report of the committee on trade practices, after outlining briefly the work which it has been doing during the year, made the following recommendations as rules for the industry. This report was unanimously adopted at the opening session of the convention and formed the thesis of the sessions' deliberations for the remainder of the week. The rules proposed by the committee and adopted by the convention are as follows:

1. It is an unfair trade practice for the manufacturer when advertising his products orally, by printed advertisements, circulars, or radio broadcasts to point out or infer that his competitor's products contain ingredients which are dangerous for personal use or cause certain effects when used not borne out by facts, or to make any other statements as to the merits of his own or the demerits of his competitor's products which are misleading or intended to mislead the consumer.

## Official Staff of A. M. T. A., 1933-34

President, Cecil Smith, New York City.

First Vice-President, W. L. Schultz, New York City.

Second Vice-President, F. Moss, New York City.

Treasurer, Daniel J. Mulster, New York City.

Secretary and Manager, Charles S. Welch, N. Y.

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R. R. Brown, N. Y.

Dr. W. T. Haebler, N. Y.



CECIL SMITH



W. L. SCHULTZ



D. J. MULSTER



C. S. WELCH

## Telling Points in President's Address

**T**HERE has been one rather significant move made during the year which was projected at last year's annual meeting. The members of the Perfumery Importers Association were invited to affiliate themselves with this association, and the result has been a very useful bond between the two associations.

I think if you wanted to procure a definition of civilized progress, you couldn't have a better one than that yesterday's luxuries become today's necessities. What else is progress but just that?

The luxury idea leads to legislative action, but fortunately we have an active and clever committee, and in nearly every case unfavorable legislation has been either defeated or modified.

Those who consider our industry a "racket" argue about the cost of ingredients as related to the selling price. That is only a part of the story. The gentlemen who make these statements don't say anything at all about the research work that is done, about the artistry that is put into it, the knowledge we have of our business in assembling these goods, and finally that most important aspect of it, our knowledge of presentation.

Our business isn't a "racket." We contribute to the happiness of mankind.

There are several outstanding evils, which, if we allow them to persist in the trade, are going to ruin a perfectly good business.

There are methods of selling unfortunately prevalent in our business which have grown from year to year and become more and more serious and are undoubtedly threatening the ruin of it as an industry.

It is agreed that these unfair practices get you nowhere, they cost you money. They can be eliminated to your advantage and to your friends' advantage. Why shouldn't we agree to do it?

Don't let it be said for a minute that this association is against the use of demonstrators. It is not. The demonstrator is a perfectly legitimate and sound method of doing business.

What we object to as an unfair practice is the hidden demonstrator, which is a totally different thing. Demonstrators are excellent things. Hidden demonstrations are a form of bribery.

What we suggest is that when a manufacturer uses a demonstrator, he should cash in on it. He shouldn't allow the department store to take his money to pay the girl and put her on to do something else.

What is this association for? It is to provide for just such circumstances. Are we going on talking all our lives? Let's get some action. The only way we can get action is to sit down with the Federal Trade Commission and decide what is fair and what is not fair, and in the end we get a set of rules which have the force of law even though they may not actually be laws.

The question of unfair advertising is just as susceptible to rule and argument as the other matters we have discussed and is just as important.

A new method in an old form is the radio talk which picks on some entirely harmless ingredient and suggests that it is harmful, but this is Mr. Resor's subject and I am not going to say anything more about it.

Example One—"Our face powder contains no white lead or arsenic." This statement may be literally true, but the inference is that other powders do contain white lead or arsenic.

Example Two—Unwarranted claims made for depilatories that they will permanently remove hair when in fact no product has yet been discovered that will effect permanent removal of the hair except mechanical means. Also untrue claims as to the harmless character of preparations which contain in greater or less quantity dangerous chemicals, such as ammoniated mercury or thallium acetate.

2. Advertising or representations printed, oral or by radio broadcast as to the nature, properties, origin, qualities or effect of the manufacturers' or competitors' merchandise which are false or intended to mislead, shall be considered to constitute unfair trade practice.

Example One—False or extravagant claims in advertising, advertising literature or radio broadcasts as to the beneficial, immediate and permanent results to be obtained when such claims cannot be substantiated.

Example Two—Statements by demonstrators representing manufacturers directly slandering competitor's products, or inferring the presence of harmful or dangerous ingredients in competitor's products.

Example Three—Demonstrators of manufacturers switching sales from competitor's products by inference or untruthful statements about the manufacturers' or competitors' merchandise.

3. It is an unfair trade practice for the manufacturer or retailer to advertise or to make claims for a product on the basis of alleged new scientific discovery, when the manufacturer has actually no proper medical or scientific data based upon research for such claims; or where the retailer has made no attempt either to verify the claims of the manufacturer by investigation or test, or satisfy himself as to the authorities or reliability of the manufacturer for making such claims.

Example—Extravagant claims have been made about turtle oils, hormones and vitamins in toilet preparations which are not justified by any scientific authority or research.

4. It is an unfair trade practice for a manufacturer to pay for the services of special sales persons in a store to promote the sales of his products, and have it appear that such sales persons are employees of the store, where such payment is concealed either by granting extra discounts, free goods, advertising allowances, special allowances for counter, window display space or in any other manner.



5. It is an unfair trade practice to make any payment or promise of payment by way of money or special allowances, secret discounts, free goods, rebates, or advertising or other allowances where such payments are to be used for distribution to sales persons, for the purpose of promoting the sale of the products of the manufacturer making such payment.

Example—P. M's. or commissions to store owners, to buyers, their assistants, or any employee handling the manufacturer's products for resale.

6. It is an unfair trade practice for the manufacturer or his agents directly or indirectly to engage or pay for the services of a demonstrator in a retail store, or to contract with the store owner or his representative to engage or appoint a demonstrator for the manufacturer or his agent unless the retailer shall in some way conspicuously identify said demonstrator in order to acquaint the public of the fact that said demonstrator is in the employment of and/or is representing the manufacturer or his agent.

#### President's Address

President Cecil Smith, selected by the executive board to serve the remainder of the term of former president H. Henry Bertram, who resigned to enter the retail field, opened the meeting with a most effective talk of welcome and a stirring outline of the agenda of the convention. The several

points at issue were frankly and firmly placed before the first session by the presiding officer whose address is outlined in an appropriate place in this report.

Welch was presented by title and ordered printed in the minutes. It outlined the work of the membership committee during the year which showed 70 active members and 106 associate members at the time of the annual convention, a slight decrease from the number last year.

Bulletins to the number of 65 on legislative, tax and other important matters were issued during the year by the secretary's office and additional supplements of the trade mark and trade name register compiled by the association were also issued.

#### Treasurer's Report

The report of treasurer Daniel J. Mulster was also presented by title and audited by a committee which pronounced the affairs of the association in a satisfactory condition from the financial standpoint.

#### Address by William Resor

As the concluding business of the first session of the convention, president Smith introduced William Resor, of the J. Walter Thompson advertising agency, who discussed the advertising of toilet preparations from the standpoint of the industry, the advertising man and the public. He freely criticised numerous examples of unfair and misleading trade advertising which has appeared in recent years and pointed out how disastrous a continuation of this unfair copy appeal

might be for the industry. The important points made by Mr. Resor in his excellent address are summarized in a "box" in conjunction with this report.

#### Points Made by Mr. Resor

**T**HE total toilet goods volume in the country in 1932 was \$193,000,000 of which members of this association did \$154,000,000, or 80 per cent. That gives you some idea of the power that your association has in the industry as a whole.

A very definite policy and a very vigorous and aggressive plan should be developed to eliminate fraudulent toilet goods merchandise and the destructive, misleading and unfair advertising that is costing you millions a year.

"Gyp" products come and go, take a nice chunk out of the consumer's dollar and leave a dissatisfied customer.

I think it is fair policy to say that no manufacturer should be allowed to use the columns of a publication or the waves of the radio in such a way that those media will be of less value for any other manufacturer.

Your Trade Practices Committee has already taken very definite steps to correct this situation, that is, the "gyp" toilet goods merchandise that is being showered on the American public, the misleading advertising that is running today and has been running right along.

I maintain that your committee can go a whole lot further than it is now set up to go if this association will get behind it 100 per cent, but I believe that you have got to spend some money to do it and you have got to spend a great deal of time and put a great deal of effort behind it.

I believe that the time might come when a lot of department stores and some of the bigger and better chains and independents would not stock a product unless it could pass the requirements of the Trade Practices Committee of your association.

I believe substitution is worse now than it has ever been, but I believe that if we can educate the 25 or 30 million women in this country through advertising how substitution operates, we will go a long way toward correcting the situation.

Several of the advertising agencies and leading publications are now co-operating on an educational advertising campaign against substitution. This association, along with the Proprietary Association, can take this campaign and make it worth a million dollars.

What is trying to be accomplished is just this: to identify in the mind of the consumers of this country what substitution is and why it is being practiced.

#### Report of Secretary

The report of secretary and manager Charles S.

#### Report of Washington Representative

The report of W. L. Crounse, Washington repre-



sentative, was read at an executive session on the second day of the meeting. The report outlined the work of the Washington office during the year and took up several pending legislative matters which needed consideration. This report, in part, was as follows:

"Never in its history has this association held its annual meeting during such a legislative crisis with respect to measures in which we are all interested as on this occasion. In seeking to cover even in the most cursory manner the happenings of the past year, your Washington representative finds himself embarrassed by the necessity of discussing the legislative accomplishments and efforts of a full session of Congress and in addition an amazing program for a special session of radical legislation much of which has already been placed on the statute books, while it is evident that some of the most important of the Administration's plans cannot be brought to fruition during the current special session and thus cannot be adequately treated in a report as of this date.

*"Revenue Legislation.* While the average citizen can hardly fail to feel apprehensive as to the outcome of this surprising program of legislation, he will certainly be consoled by the assurances recently given by the Speaker of the House of Representatives that the economy measures

already adopted by Congress, including heavy cuts in numerous appropriation bills, will enable the budget to be balanced without any further internal revenue or tariff legislation. When Congress met last December, the feeling was quite general that in connection with an attempt then in prospect to balance the

budget, a sales tax bill would be brought forward combined with a provision providing for the repeal of the unpopular excise taxes which constituted the chief feature of the Internal Revenue Act of June 6, 1932.

"Early in the present special session the President and the House leaders decided to abandon all plans looking to the adoption of a sales tax and to concentrate on economies in lieu of any further revenue legislation. A strong argument in favor of this plan was the fact that the present manufacturers' excise taxes will become inoperative in a little more than a year or on June 30, 1934.

*"Rumors of Tariff Legislation.* Plans of President Roosevelt to develop our foreign trade by tariff concessions, if necessary, have caused much misunderstanding among manufacturers and merchants throughout the country. The President has been quoted as stating that he is planning a horizontal 10 per cent cut in the present tariff and that in his opinion such legislation would be of great benefit to the export trade of the United States. Naturally, these reports have alarmed many American business men who are opposed to any general tariff legislation at this time and who would sharply antagonize any flat cut in the tariff structure of the existing law.

"I am sure our members will be

glad to learn that these reports, like many others emanating from Washington during the present period of high pressure legislative effort, are quite misleading. The fact is that President Roosevelt is merely contemplating the establishment of a basis for the negotiation of reciprocal trade agreements with for-

## Commissioner Humphrey on Trade Practice Conferences

A TRADE practice conference may be defined as a co-operation of the Federal Trade Commission with an industry as a whole to help that industry free itself from any fraudulent or unfair practices that may exist in the industry.

The conference can discuss any subject it likes, and after it has passed rules, they are submitted to the Commission for approval or acceptance.

The acceptance or endorsement of the Federal Trade Commission of any of these rules does not in any respect change the law.

The Commission for convenience divides the rules into two groups.

Group One rules are those that refer to violations of law, to unfair and fraudulent practices, to unfair practices as defined by the statutes which are violations of the law.

These rules the Federal Trade Commission will enforce whenever violations are brought to our attention.

Group Two rules are those adopted by the conference where they go beyond what the law requires in fairness, in conscience, or for economic reasons to protect the public.

These are purely voluntary; they don't have to adopt them; the law doesn't require them to do it; and, of course, we cannot attempt to enforce such rules as that.

I have looked over briefly the report of your committee on Trade Practices, and would say in a hurried reading that most of the things complained of there would come under the heading of Group One Rules and we would not hesitate to enforce them.

We always encourage conferences to adopt the rule calling for arbitration of disputes.

The greatest conference we ever held, that of Periodical Publishers, adopted just one rule, and that was a Group Two Rule.

You have been troubled by one class of advertising in this industry. It is the class that insists it has the right to place in an advertisement anything so long as it tells the literal truth, although it may be told in a way that is very false and misleading.

One of the great advantages of a conference is that you would not only clean up the industry and stop unfair, fraudulent and dishonest practices, but you all would stop them at the same time at a given period.

reign countries and has suggested that a limit of 10 per cent in the abatement of United States tariff rates be adopted in the framing of reciprocal treaties. No general tariff revision is contemplated and no one in Washington believes that the proposed reciprocal trade agreements will cover more than a very small percentage of the rates embodied in the existing tariff law.

#### *"Excise Taxes Produce Little Net Revenue.*

Never before in any tax-raising campaign have the predictions of the affected industries been so fully justified as in connection with the excise imposts. Toilet articles, which the treasury Department estimated would produce \$20,000,000 annually, a figure which our witnesses testified could not be realized, have been yielding at the rate of approximately \$8,000,000. Disappointing as these figures are from the standpoint of the Treasury Department and Congress, it is an interesting and significant fact that they are closely in line with the trade estimates, and it is surprising that the Congressional experts were not able to produce more reliable data than those employed.

"The poor showing made for the excise taxes by these figures is not the whole story. The execution of the Act of 1932 has proven an exceedingly difficult task for the Internal Revenue Bureau which has been obligated to utilize the services of officials with no special experience or equipment in the interpretation of the tax laws and the result has been a great deal of uncertainty as to the proper construction of provisions of the statute and in many cases conflicting rulings have been made by the Bureau and by Collectors of Internal Revenue. To make matters worse many rulings, doubtless made somewhat hastily, have

been reversed by the law officers of the department. In more than one instance these reversals of policy have seriously affected the revenue.

*"Refunds of Taxes Illegally Collected.* The Internal Revenue Bureau has recently ruled upon a decidedly interesting question raised by a large number of manufacturers of and dealers in cosmetics sold in bulk. Under the original ruling regarding tax liability for sales of such goods both the original producer of bulk commodities and those who purchased such goods and repackaged them for retail sale were held to be liable in whole or in part.

"In view of the fact that the Law Division of the Bureau in its latest decision, under date of February 27, 1933, held that no tax liability attaches to the repackaging of toilet articles, your Washington representative recently addressed to the Bureau a formal communication inquiring as to whether the Bureau will refund taxes paid upon the repackaging of bulk goods. Under date of April 3 the Commissioner of Internal Revenue has addressed a communication indicating that *refunds of tax will only be made in those instances in which the claimant is prepared to prove that in selling the repackaging merchan-*

*dise he did not recoup himself for the tax paid by adding it to the price of the goods.*

*"Changes in First-Class Postage Rate.* Acting upon the recommendation of the Postmaster General, the Ways and Means Committee of the House has reported a bill introduced by Representative Doughton reducing the rate on drop letters from three to two cents per ounce. The three-cent rate has not proven remunerative; hence the Doughton bill grants the President authority until June 30, 1934, to reduce

### Summary of Mr. Filene's Talk

NOT for one moment should there be any doubt of the desirability of frequent and friendly contact between representatives of production and distribution.

Any discussion today concerning business practices and business relationships must be set against an entirely different framework of social and economic conditions than prevailed in 1929.

The era of *laissez faire*, free competition and untrammelled private initiative is gone, and perhaps gone forever.

The employees of one business are the customers of another and unless we keep that fact constantly in mind, we must in the end fail.

Can business and industry work out instrumentalities of self-government so that all groups—employees, stockholders, management and consumers—will be assured of a just and fair deal? One thing is sure; if business will not do it, government will.

Our suggestion for a remedy takes the form of a National Council on Trade Relations, directed at just one thing, the elimination of undesirable and unethical practices which not only slow the wheels of progress but add immeasurably to the price which must be paid by the ultimate consumer.

The first function of the Council would be the setting up of trade practice committees in each trade association. Then the Council would become a clearing house to which would be referred complaints about the violation of agreements adopted through these committees.

You, as manufacturers, cannot prosper unless we, as retailers, also succeed. This is elementary.

Perhaps the most far-reaching of all is the obvious need for closer co-ordination between distributor and producer on the question of the consumers' needs and tastes.

The "manufacturer's brand" question, it has been suggested, might be solved by a brand, mutually owned by producer and distributor. It is worth considering.

I should like to feel that my frank talk with you along this line will result in your forming a small committee to confer with the Trade Relations group to see if what I suggest would have practical results, as I am convinced it will.



E. J. GRIFFING



J. A. HANDY



NORTHAM WARREN

the rate on first-class mail throughout the service 'if the Postmaster General hereafter shall so recommend.' In addition and for the purpose of reducing or wiping out the postal deficit, the President is given authority by the Doughton bill to raise or lower rates for second, third and fourth-class mail, including the charges on newspapers and magazines.

**"Capper-Kelly Bill.** During the past month the Capper-Kelly bill in a new dress has been presented in Congress by its authors, Senator Capper of Kansas, and Representative Kelly of Pennsylvania. In its new form the bill proposes an amendment to the anti-trust laws making it lawful for manufacturers of trade-marked or otherwise identified merchandise to make contracts with their distributors for the maintenance of resale prices.

"In framing the bill in the concise language used, its authors have avoided certain provisions of the original measure which subjected it to considerable criticism, and in this respect the revision has greatly strengthened the position of the bill. But this is not all. By framing the bill as an amendment to the anti-trust laws, Messrs. Capper and Kelly have been able to secure its reference to the Judiciary Committees of the two houses which drafted the original Sherman Act and all amendments thereto. The original Capper-Kelly bill has been considered in the past by the Committees on Interstate Commerce of the House and Senate, the membership of which by political manipulation has been made to include nearly all the active opponents of this form of legislation in both houses.

Thus, the new bill will go before committees which are at least neutral, if not actively friendly.

**"Proposed Revision of Pure Food and Drug Law.** Probably no development since the new Administration assumed charge of the Government at Washington has aroused more lively interest among our members than the press reports current during the past fortnight purporting to give the facts regarding a movement having for its object the comprehensive revision of the Pure Food and Drug Law. From the standpoint of the Associated Manufacturers of Toilet Articles, the two most important items reported to be embraced in this amendatory project are a provision bringing cosmetics within the jurisdiction of the Federal Food and Drugs Act and a drastic extension of the authority of the Secretary of Agriculture to censor advertising of all kinds, including newspapers, magazines, circulars and the radio, in the same manner as he now supervises labels, cartons, circulars and other matter contained in the food or drug package as it goes to the consumer. In addition, it is rumored that amendments are proposed that will in effect cause the United States Pharmacopoeia and the National Formulary to come within the control of the Department of Agriculture and thus make it practicable for the enforcement officials to revise these standard works from time to time instead of at decennial periods as at present.

"Another provision which it is reported will be incorporated in the amendatory measure will provide a system under which manufacturers of drugs will be



GEORGE LEIGH



J. M. VAN HORSEN



C. M. BAKER



D. H. MCCONNELL, JR.



E. B. HURLBURT



H. L. BROOKS



R. R. BROWN



DR. W. T. HAEBLER

required to obtain licenses to introduce their products in interstate commerce.

"I have referred merely to the high lights in this project as the general plan for obtaining this legislation appears to have been halted temporarily at least; hence all published features of the proposed measure may be regarded at this time as merely tentative. Our members may accept it as a fact that a comprehensive bill, revising the Pure Food and Drug law and amendments thereto, was recently drafted, and after being informally approved by the Secretary of Agriculture was presented to President Roosevelt at a conference participated in by the President, the Secretary of Agriculture, Mr. Wallace, the Assistant Secretary, Mr. Tugwell, and Dr. Campbell. The President was urged to send the bill to Congress with a special message urging its introduction and early passage. While no authoritative information is available on this point, it is quite generally understood that the President demurred to giving his endorsement to so comprehensive a project and pointed out certain constitutional objections to a censorship of newspaper advertising, the licensing of interstate commerce, etc.

"It is generally understood that the President suggested that the bill be studied at greater length and especially that the law officers of the Department of Agriculture give careful consideration to certain of its provisions. The bill is now undergoing further revision.

"The 'Buy American' Movement. In spite of much pressure on the part of certain exploiters of the

'Buy American' movement, Congress has thus far failed to enact any general measure covering the project. For many years appropriation bills have occasionally carried provisions limiting expenditures to the purchase of domestic merchandise. When the 'Buy American' movement was launched, Senators and Representatives began receiving many communications from their constituents urging them to legislate broadly in favor of the limiting of all purchases, whether public or private, to domestic goods. Recently, however, there has been a marked reaction in this movement, and Congress is now being urged not to legislate either for or against limitations on our foreign trade. It now seems improbable that the 'Buy American' movement will develop into any more than a more or less popular slogan of unlimited application, and there is little prospect that it will take on the proportions of a national movement controlling Federal expenditures any more comprehensively than has been the case with respect to minor budget measures of the past decade or so.

"*Outlook for Changes in Bureau of Industrial Alcohol.* In view of the recent change in the administration and the comprehensive prohibition legislation enacted within the past few months, it is not surprising that the air should be full of rumors suggesting important changes in the personnel and policies of the Bureau of Industrial Alcohol which since its organization has been so ably conducted by that distinguished chemist, Dr. James M. Doran. In the 30 years of his service in the Govern-



J. D. NELSON



DR. E. G. THOMSEN



C. S. PEARCE



ment, Dr. Doran has weathered numerous political shake-ups, but his fine scientific attainments and positive genius as an administrator have invariably retained him in the service, frequently with well-deserved promotion.

"It is a matter of current report, however, that in the interest of economy there is to be a merger of the Bureau of Industrial Alcohol with the Prohibition Bureau of the Department of Justice. It is quite conceivable that this change can be made without affecting Dr. Doran's position. Certainly any small economies that might be effected by the proposed merger would be dearly purchased if they involved depriving the alcohol-using industries of the official services of a scientist whose knowledge of American industry is without parallel in the Government establishments."

#### Discussion of the Report

A general discussion of the report ensued, especially of those features having to do with the amendment of the Federal Food and Drugs Act. Inasmuch as hearings were scheduled the following day, a committee consisting of Northam Warren, Abel I. Smith and Hugo Mock, respectively chairman of the legislative committee, and attorneys for the association, was appointed to attend the hearings. A report of the hearings will be found elsewhere in this issue.

#### Legislative Committee Report

Abel I. Smith, general counsel, read the report of the legislative committee as his annual report. The report outlined the bitter legislative battle carried on against unfavorable bills and special tax measures in the several states. Inasmuch as these have been detailed in our pages throughout the legislative season, they are not repeated here. The report closed with an appeal for continued support for this work and a tribute to Messrs. Crounse and Abel I. Smith for their excellent work on legislative questions during the year.

#### Talk by John N. Sterling

John N. Sterling, of *McCall's Magazine*, was introduced at the second full session of the convention. Mr. Sterling supplemented the talk of Mr. Resor regarding co-operative advertising with the purpose of stamping out substitution in the retail trade, and urged the members to support the agencies and the publications which had undertaken this work. Taking as his text the oft repeated statement of Cato, "*Carthago delenda est*," Mr. Sterling urged that there be no cessation of efforts on the part of the trade and its members aimed at this problem, and that the works be continued until the situation, which has rapidly been growing worse, had been completely remedied.

#### Address by Mr. Humphrey

President Smith next presented Trade Commissioner William E. Humphrey, announcing that Mr. Humphrey's address was in line with the agenda of the meeting since he would tell what a Trade Practice Conference does. Salient features of his address are given in a "box" in conjunction with this report.

#### Talk by John R. Kennedy

John R. Kennedy, president of the Association of Canadian Perfumers and Manufacturers of Toilet Articles, extended an invitation to the association to hold

its next meeting in conjunction with his group at Toronto and presented a formal invitation from the Premier of Ontario, urging that such a meeting be held. He complimented the A.M.T.A. on the work which it is accomplishing, and stated that the Canadian manufacturers were anxious in every way to co-operate for the advancement of the entire industry. He closed with the following statement:

"When Premier Ferguson, who was retiring from that office in the Province of Ontario to take the position of Minister of Trade and Commerce in London, England, was tendered a luncheon, he said, among other things: 'Nothing can stop the forward march of anything which is fundamentally right.' There are



JOHN R. KENNEDY



DUDLEY F. LUM

certain things in our industry that are fundamentally right. It is fundamentally right to conduct our business honestly, and we believe that honesty will eventually win out."

#### Talk by Dudley F. Lum

President Smith introduced Dudley F. Lum, president of the Chicago Perfumery Soap and Extract Association, who extended an invitation to the association to meet in the West next year and assured the membership of the active co-operation and support of the Chicago group.

#### Dr. Doran's Address

At the final session of the convention, Dr. James M. Doran, Commissioner of Industrial Alcohol, discussed the relation of his Bureau and of government as a whole with the business community. Common problems of industry, he said, can only be met by co-operative action and association work, and he pledged his best efforts to work with the trade in a spirit of mutual co-operation and understanding.

#### Address by A. Lincoln Filene

The final formal address of the session was presented by A. Lincoln Filene, of William Filene Sons, Boston, department store. Mr. Filene urged the organization of a National Council on Trade Relations to which trade practice committees in various lines of production and distribution might report on trade problems and in which the work of these associations along the lines of clean and constructive business enterprise might be co-ordinated. Important sections of

(Continued on Page 141)



# The Present "Unpopularity" of Profits

*In the Fight for Volume, Manufacturers, Wholesalers and Retailers*

*Abandon the Old-fashioned Idea of Making Money*

*by Leroy Fairman*

ONE of the things about business which is difficult to understand is the almost universal hunger for volume for volume's sake. It is puzzling to comprehend just why so many manufacturers would rather sell ten packages for a net profit of one cent each, than to sell one package for a net profit of eleven cents.

This craze for volume is responsible, in many cases, for inferior quality and for cut prices.

In the investigation of a certain line of business, I ran across, a few days ago, the story of a product which is an excellent illustration of the sacrifice of quality for volume, and the almost inevitable result.

This business was started by a man of vision and ambition. He placed production in the hands of a man of international experience and unusual skill. The product, when marketed, won immediate recognition by the discriminating classes to which it was intended to appeal, and the first year showed a really remarkable sale, and a nice margin of profit. The business was progressing in a highly satisfactory manner when the manufacturer died, leaving the business to heirs whose ideas and ideals were of an altogether different kind.

The new management saw all around it competing concerns with many times the volume—and consequently many times the importance, publicity, and prestige in the trade. Probably it never occurred to the new management to inquire whether or no these spotlight manufacturers were making any money; they envied the volume of business, the lavish advertising, the public importance of these competitors. And so they got rid of the man who had made the superior quality of the product possible in the first place, and would under no consideration lower it. They cheapened the goods, both in quality and price, and went out for volume. Quite naturally, they lost the trade they had, and were, for the first time, in direct competition with manufacturers of ordinary merchandise, intended for mass consumption. Today, several years later, they are still in business, fighting for what amounts to a very small slice of the class of trade they now appeal to. It may be that their volume is larger than it was in the early days, but they cut such a small figure that their obscurity is greater than when they had a reputation, with a limited but highly desirable class of consumers, for producing the finest goods in the country. From an impregnable position, all their own, they barged into conflict with giants, and discovered that, in such company, they were nothing but pygmies.

As a contrast, I talked the other day with the business manager of a concern which, relatively speaking, is small, and has thus far shown no symptoms of the volume mania. This firm is not in the cosmetics line (neither, for that matter is the other) but has similar problems, as it sells through drug stores and department stores.

To my utter amazement, this man told me that the business increased 35% in 1932, and that the first three months of this year showed a 20% increase over the same period of 1932.

Pressed for an explanation for this remarkable accomplishment, he said:

"We do our damnest to see that everybody who handles our goods makes a profit!"

As we were playing golf at that time, it was difficult to pin my friend down to a connected and coherent account as to how this happy situation was brought about, but I later patched together these salient and significant points:

"We select our wholesalers with the utmost care, cooperate with them in every possible way, insist—as far as we can—that they make a good profit on our merchandise, and that they play the game our way. Our way is to keep our goods out of the hands of price-cutters, in so far as it is humanly and legally possible. The jobber who sells to known price-cutters, or to 'sub-jobbers' who in turn cater to the price-cutters, goes off our list immediately. We've cut off over 200 so far this year. That may sound drastic—but remember that we increased our business 20% the first quarter of this year. That's the important thing.

"No, we don't do any strong-arm selling. Most manufacturers, I suppose, would think we are weak on the selling end. But you'd be surprised to see the number of orders, and the size of the orders, that come in unsolicited. Why? Because our merchandise is desirable and reliable, we advertise it, and there is a public demand for it. And because the trade knows our policy, and likes it.

"Another important thing about our jobber relations is this. We discourage large orders. We reason manfully with the wholesaler who, we think, is inclined to order more than he needs for his immediate and legitimate needs. We do this because we have found that the jobber who is never overstocked, who has only enough merchandise on hand to supply his trade for a short time, does not feel that he has a lot of goods to get off his hands and is therefore inclined to take the profit that we want him to have. And he is not tempted to play any underhanded tricks in the way of supplying price-cutters.

"As for the retail outlets for our goods, we watch



Reg. 85c <b>Barbasol</b> Cleansing Cream Special 47c	Reg. 90c <b>Hennafoam</b> SHAMPOO Special 33c	Reg. 35c <b>Cutex</b> Nail Preparations Special 24c
Reg. 62.50 <b>Houbigant or</b> <b>COTY</b> BATH POWDER Special \$1.59	Reg. 50c <b>NEPTO</b> LOTION Special 33c	Reg. 60c <b>DJER KISS</b> FACE POWDER Special 29c
Reg. \$1.00 <b>Edna Wallace</b> <b>Hopper</b> Restorative CREAM Special 67c	Reg. \$2.00 <b>GRAYBAN</b> Brings back natural color to gray hair Special \$2.27	Reg. \$1.00 <b>Manon Lescaut</b> FACE POWDER Special 89c
Reg. \$2.00 <b>DU-BARRY</b> FACE POWDER Special \$1.57	Reg. 35c <b>TERRI</b> FACE POWDER with sifter Special 17c	Reg. \$2.20 <b>DJER KISS</b> PERFUME Special \$1.19
Reg. \$1.00 \$1.50 \$2.00 <b>DU-BARRY</b> Cleansing Cream SPECIAL 77c \$1.19 \$1.98	Reg. \$2.00 <b>TERRI</b> Double or Single COMPACTS Special 98c	Reg. 75c <b>DJER KISS</b> PERFUME Special 29c
Reg. \$1.00 \$1.50 \$2.00 <b>DU-BARRY</b> PERFUME SPECIAL 77c \$1.39 \$2.29	Reg. 50c <b>Woodbury's</b> Cold or Facial CREAMS Special 34c	Reg. \$1.00 <b>YBRY</b> LIP STICK Special 49c
Reg. \$1.50 <b>DU-BARRY</b> Special Astringent Special \$1.19	Reg. 75c <b>Three Flowers</b> FACE POWDER Special 47c	Reg. \$1.00 <b>TANGEE</b> LIP STICK Special 67c
Reg. \$1.00 <b>DU BARRY</b> LIPSTICK Special 77c	Reg. \$1.00 <b>DJER KISS</b> SACHET Special 43c	Reg. \$1.00 <b>INCARNAT</b> LIP STICK Special 69c
Reg. \$1.00 <b>TERRI</b> Lemon Cleansing Cream or Lemon Skin Tone Cream Special 67c	Reg. \$1.00 <b>Azurea or</b> <b>Floramaye</b> Sachet Special 67c	Reg. 50c <b>ADMIRACIÓN</b> SHAMPOO Special 37c

**VISIT OUR PERFUME BAR —** Your favorite odor in Perfume by the dram

them as closely as we can. When we hear of price-cutting on the part of a retailer of any importance, we go to him and reason with him. 'Look here,' we say, 'is there any earthly reason why you should refuse to make a profit on our goods? They are not at all fitted for the role of loss leaders; there is a good, steady demand for them, you can't possibly have any excess stock to work off—why in the world do you cut their prices?' Although we don't threaten him, the dealer senses the fact that if he persists in price-cutting we'll keep our merchandise out of his hands if we possibly can, and usually decides to be good."

Here, then, we have a case of remarkable increase in volume by a concern which hasn't fought for volume at all; which discourages over-selling and has neither reduced quality nor cut prices, and yet has forged steadily ahead by following the simple formula: "We do our damnest to see that everybody who handles our goods makes a profit!"

This is all the more notable because, at the present time, making a profit seems to be an unpopular idea in business circles. Especially is this true in the case of the retail store. In a recent editorial article in *Printers' Ink*, Fred Griffith, president of the Pennsylvania Drug Co., is quoted as saying that "it seems almost impossible to force a decent profit upon the retailers of the nation."

"His remark is called forth," said *Printers' Ink*, "by the reported intention of various food and drug chains to sell 3.2 beer (that's the alcoholic content mentioned on the label, at least) as a loss leader. In other words, they will practise the old will-o'-the-wisp idea of sacrificing all or most of their profit on this fast-moving item to inveigle people into their stores in the hope of selling something else upon which they can realize an average or perhaps even a fancy profit . . .

"Beer, though, is only one of a multitude of items to which this misplaced energy is applied. It is mentioned here merely to dramatize a growingly dangerous tendency and to emphasize the real opportunity that is now offered, under the administration's policy of controlled inflation, for manufacturers and wholesalers and retail distributors to get themselves right once and for all on this vital matter.

"For more than three years now, under forced deflation, all have been scrambling madly for a part of what little outlet there was. This has just about resulted in straight-out suicide so far as profits were concerned . . . Now is the time of all times for everybody who sells merchandise of any kind to do his part in getting prices back onto a profitable basis—to gain a fair margin of profit over production and selling costs."

Quite true. And how to stop the present orgy of price-cutting is one of the most vital questions which now must be faced by many lines of industry.

It seems as if the toilet goods industry were especially cursed by price-cutters. In some lines of business the chief current problem is the private label goods. Old established firms which are maintaining their quality, and have lowered their prices only as is justified—made necessary, in fact—by the lower costs of materials and labor, find themselves confronted by a greatly increased number of competitors who are out to get business on a price basis alone, and who are convincing retailers that the public can no longer afford to pay a fair price for quality goods, and will buy freely of merchandise which is good enough for the purpose, and can be sold at almost ridiculously low prices. Knowing the financial straits in which a large proportion of the consuming public now finds itself, retailers turn a favorable ear toward this kind of argument, especially as these new and unknown brands afford, in spite of their low prices, a good margin of profit to the dealer.

But the toiletry industry is not so much bedeviled by inferior goods which the dealer can substitute for the established brands. Women are far more likely to insist upon their favorite brands of cosmetics than they are to insist upon some special brand of soups, or canned peas, beans or spaghetti. Cutting down the cost of the table seems, in these times, a proper and prudent thing to do; women also want to cut down on the cost of cosmetics, too. But in the case of the table, the cost is lowered by the purchase of private label and other unknown goods, while the cost of cosmetics is reduced through the purchase of the goods women know and prefer at cut prices which sound absolutely ruinous.

The hole in the wall cosmetics shops are flourishing, and anyone who will stop and read the prices attached to well known cosmetics will realize why they flourish.

The cut-rate drug stores are whooping things up, too; the proudest names in the industry are displayed in their flamboyant circulars. The other day I pulled one of these circulars from a big sheaf hanging in front of one of a small chain of cut-raters. In it were advertised literally hundreds of cosmetics, proprietaries and other lines of drug store merchandise at prices from 25% to 50% lower than the regular prices, and considerably lower than the cut prices which are generally charged by the price-cutting department stores.

Practically all this merchandise, sad to say, was that of manufacturers who are heavy national advertisers, and have been firmly established for years. The circular did not, of course, list full assortments of these products, but one or more items in each line—goods, as a rule, most needed by the consumer.

This sort of competition is one reason why, as Mr. Griffith said, "it seems almost impossible to force a decent profit upon the retailers of the nation"—if they try to make a decent profit they won't sell any goods.

The root of the trouble lies far deeper than the policies of the retail trade.

The craze for volume, to which I referred in my first paragraphs, leads the manufacturer to sell his products to everybody who will buy them, and to stock every buyer up to the utmost possible limit. So out go the goods, heaven knows where, and all over the country wholesalers find themselves overstocked, and retailers ditto. Even the dealer who would not object to making a decent profit feels that he has to sacrifice the goods to get rid of them—especially as cut-rate competition is rioting on the next corner.

The wholesaler who is loaded up with more goods than he needs to take care of his legitimate demands, sacrifices every penny of his profit, and unloads the goods on the worst cut-raters in the business, thus making a bad matter worse.

The cut-rate, no-profit evil will continue as long as manufacturers prize volume above all other considerations, and make no discrimination in the character of outlets through which they force their overproduction, and no attempt to see that resale prices are maintained. Just when they will do this is debatable; I have always felt that in their hearts—notwithstanding what their lips may say—most manufacturers have a firm conviction that price maintenance is the bunk.

#### Rose Perfume

RENE CERBELAUD, *The Manufacturing Chemist*, 4, 65, 1933.—The author discusses the chemical composition of natural rose perfume, touching on other essential oils of rosy odors. Many notes on synthetic materials are given, with the effect of each on the finished perfume. A formula for a synthetic otto is given. Material for modifying the odor is mentioned as well as fixation of finished compound. The author further adds some special devices for producing very fine odors. The article is concluded with a discussion of the stability of rose perfumes to alkali as well as acid. He adds that rose is suitable as perfume agent in soaps and cosmetics, with suitable modifications for each type of formula.—M. G. DEN.

## Smith Heads Drug Manufacturers

THE American Drug Manufacturers' Association at its annual meeting held the week of May 9 at Hot Springs, Va., elected A. Homer Smith, president of Sharp and Dohme, Inc., Philadelphia, to succeed Nicholas H. Noyes as president. With Mr. Smith the following will serve as officers and directors for the coming year: 1st vice-president, Oscar W. Smith, Parke, Davis & Co., Detroit; 2nd vice-president, A. C. Boylston, Mallinckrodt Chemical Works, St. Louis; 3rd vice-president, Dr. John F. Anderson, E. R. Squibb & Sons, New York; treasurer, S. De Witt Clough, Abbott Laboratories, Chicago; directors, J. H. Foy,



A. HOMER SMITH

Maltbie Chemical Co., Newark; R. L. McNeil, Robert McNeil, Philadelphia; Willard Ohliger, Frederick Stearns & Co., Detroit; L. N. Upjohn, The Upjohn Co., Kalamazoo; N. H. Noyes, Eli Lilly & Co., Indianapolis.

The association also honored Franklin Black, of Chas. Pfizer & Co., New York, who has been treasurer for many years by election as an honorary member of the advisory council. Other members

of the council are S. B. Penick, Charles J. Lynn and Charles G. Merrell.

The convention spent most of its time considering and discussing the recent legislative proposals in Washington for industrial planning and control and the industry's own plan for stabilization. Included were the matter of patenting drug and chemical products, compulsory registration of trade names, insurance against liability for mishaps in the use of drug products, transportation problems and foreign trade.

Entertainment consisted largely of golf, and the annual tournament resulted in the following prize winners; qualifying round, low gross, Dr. B. T. Fairchild, 81; second, John G. Searle, 83. Lowest net, Dr. F. Dunning, 87-14-73; lowest gross, Dr. H. A. B. Dunning, 82. First flight, low gross, Aglar Cook, 89; low net, J. Warren Kinsman, 92-10-82. Second flight, low gross, Vincent Whalen, 93; low net, Dr. J. P. Snyder, 94-20-74. Third flight, low gross, Dr. F. O. Taylor, 107; low net, Dr. John F. Anderson, 107-29-78. Fourth flight, low gross, Mrs. A. D. Armstrong, 114; low net, S. De Witt Clough, 117-30-87. Blind Bogey, first, Dr. Paul Pittenger; second, Ralph Dorland; third, Dr. H. W. Rhodehamel.

#### du Pont-Sylvania Suit Settled

Patent infringement action brought by the du Pont Cellophane Co. against the Sylvania Industrial Corp. has been settled out of court. Suits had been instituted against the Sylvania firm in Delaware and Virginia district courts for the infringement of patents owned by the du Pont concern and covering the moisture-proofing of transparent cellulose wrapping materials.

# Recent Products and Packages

*I*N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Scandia Jourde Nose Cream

Scandia Jourde, New York, has brought out a novel container for its "Crème de Beauté," a nose cream.

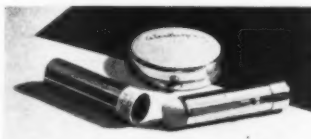


It is similar to a lipstick case, and upon turning the bottom, a small amount of cream oozes through a tiny hole in the top. It insures against waste and keeps the cream fresh. Shown with it is a refill tube.

## Woodbury Items

John H. Woodbury, Inc., Cincinnati, Ohio, represented in the East by the Jergens-

Woodbury Sales Corp., New York, has added two new items, a rouge and lipstick, to its line. They come in smart cases of light green and silver color scheme with the Woodbury signature inscribed on the cover of the compact and on the lipstick case.



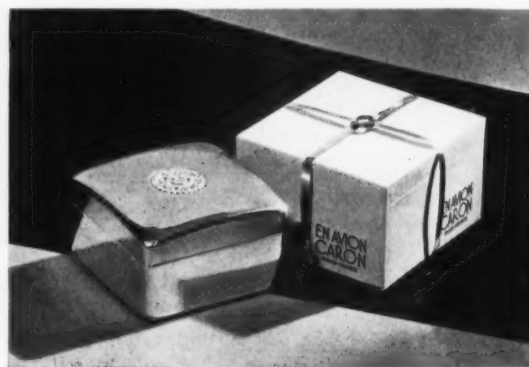
## Summer Kit

Helena Rubinstein, Inc., New York, is introducing a new Summer beauty kit containing seven items for dealing with Summer skin problems. The kit is attractively covered in striped cotton combining the natural "sand" tone with more vivid red, blue and green stripes, and is rubber-lined.



## Caron's "En Avion" Powder

In the illustration below is the new "En Avion" powder box, the latest creation of Caron, Paris, represented in this country by the Caron Corp., New York.



The new powder is a complement to the "En Avion" perfume shown in these pages last month. It is presented in a handsome metal box, with the "En Avion" insignia imprinted in the top. The outer carton is of imitation wood and sealed with a metallic band.

## Odorono's Compact Deodorant

One of the most interesting events in packaging during the month was the introduction by the Odorono Co., New York, of the "Odo-Ro-No" compact. This is a deodorant in powder form packaged in a smart compact case and equipped with a lambs-wool puff. The product is applied in the same manner as face powder—as the company states, "a fluff of the puff, and underarm odor is gone and perspiration is ended." The company also claims that it is non-irritating and is harmless to fabrics.



## "Eversweet" in New Dress

Eversweet Products Corp., New York, is marketing its "Eversweet" deodorant in handsome little plastic jars in addition to the stick form which was introduced several months ago. The new containers are of satiny sapphire hue, molded in graceful fluted design. The closures offer a contrast in old ivory finish. The jars perform a double duty, for when empty they may be used as receptacles.







#### Primrose House

Primrose House, New York, has recently brought out two new items, a mascara case and a triple compact. The mascara container is an entirely new idea, being in the form of a lipstick

holder, and contains a slab of mascara and a tiny brush. It is very handy and convenient for the purse. The slim compact has a new and simple device for refilling the rouge and lip paste section.

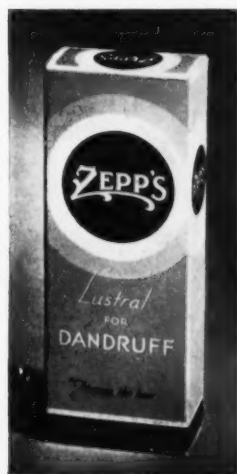
#### Lefohn Features Baby Packages

Baby gift boxes, designed for Her Royal Highness of the household, are being featured in Seattle, Wash., by Lefohn in the "Russian Duchess" products. Chic and clever are the little containers of the "Russian Duchess" with their Russian coat of arms—the mark of Lefohn—which suggests that the toiletries manufacturer is a purveyor to new American princesses, those of the high-chairs who need their pure oils and creams for baby fragrance and health. Neat gift parcels carry baby's cream and oil, and, being packaged especially for the use of the baby, they provide excellent solutions to the what-to-give problem for the new baby in the family or in the block.



#### Houbigant Offers New Dusting Powder

Houbigant Sales Corp., New York, is introducing a new dusting powder shown at the right above. It is packaged in a large, attractive box of a deep blue hue, with the familiar Houbigant design on the cover, and is equipped with a large luxurious puff. It is intended especially for the Summer season.

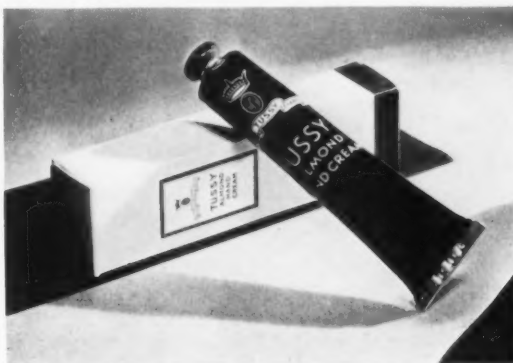


#### Noonan Redesigns Carton

A radical departure in design from the old package is the new carton for "Zepp's" hair preparation, a product of T. Noonan & Sons Co., Boston. The design is modernistic in principle, the dominating color scheme being a delicate shade of green. The trade name "Zepp's" appears in a black sphere.

#### "Tussy" Hand Cream in Tube

The well known "Tussy" almond hand cream, a product of Lesquendieu, Inc., New York, which has been



sold in the past only in jars, is now being put out in tube form. The tube is smartly done in black and cream and carries the familiar "Tussy" trade symbol.

#### New Powder by Contouré

Contouré Laboratories, Inc., New York, has recently placed on the market a new dusting powder which is said to have deodorizing qualities. The new product is packaged in a large gold-colored box, with the Contouré label in the center of the cover. The package is equipped with a big, soft puff.

#### Martaba Promotes New Line

The Martaba Distributing Co., Brooklyn, N. Y., is promoting a new line of cosmetics which has the trade name "Paula Belle." It is a complete treatment line, consisting of creams, lotions, powder, rouge and lipstick, several of which are shown in the photograph below. Nile green and red is the dominating color scheme of the packages which are set off by attractively designed labels and effective closures.





# The "New Deal" for Industry

## *Relaxation of Anti-Trust Statutes and Organization of Industry for Planned Production Scheduled*

WASHINGTON, March 10.—In the process of composition at this time is a bill which is expected to exert the most far-reaching force over business of any legislation since the Sherman Anti-Trust Act. And fittingly enough, the proposed legislation, which may have been enacted into law before the publication date of *THE AMERICAN PERFUMER*, is directed in one important phase toward relaxation, at least, of the Sherman law.

Anticipation of legislation is too delicate a practice to be indulged in when legislation is following such a rapid course as at present. However, certain basic ideas have been virtually agreed upon for incorporation in the pending measure and this article is an effort to picture the background of those ideas, plus a practical illustration of what effect they may have upon industry.

The genesis of the "new deal" legislation for industry lies in conditions that are well known to every reader of this publication and which are manifested on the balance sheets of all types of manufacturers of products having essential oils as their base, as well as the manufacturers of containers, labels and other accessories of this broad business.

### **Background of Proposals**

For four years manufacturers have faced a declining market generally, and even where volume has held steady, gross income has declined precipitately to the practical elimination of dividends.

The primary factor in this condition has been the decline in buying power which statisticians figure has culminated in a loss of about 50 per cent of the purchasing force of the country.

Added to that disadvantage, manufacturers of toilet articles especially have had another severe blow in the imposition of the 5 and 10 per cent manufacturers' sales tax, which because of the very conditions that struck basically at their business could not well be passed on to consumers.

### **Competition Has Increased**

Necessarily, the result of these conditions has been enhancement of competition between manufacturers who, in order to survive at all, have been forced almost to the "throat-cutting" competitive stage even in the most friendly sales contests with their opposing manu-

facturers, especially during the current depression.

As another natural result of this struggle for business survival, the most drastic retrenchments have been necessary, such as lowering of wages and salaries and in many cases the postponement of purchases of equipment. So all down the line the enforced competitive practices have tended to cause that shrinkage in business and income and purchasing power that in the end has manifested itself in a reduction of total bank deposits from \$60,000,000,000 in 1929 to approximately \$30,000,000,000—slightly less than that total—at this time.

### **Business Legally Hampered**

Much of this condition has been caused, too, it is now freely admitted, by the inability of manufacturers because of legal strictures to make agreements among themselves that would have resulted in less harmful competition and a conservation of resources. Standing as signals along the path of business disintegration have been scores of decisions by the Federal Trade Commission prohibiting resale and similar con-

tracts that would have made for more orderly marketing.

This article does not pretend to criticize such official acts in themselves, for they only carried out legal requirements that could be broken down only by sweeping Congressional action that would have been impossible of achievement under a less strong leadership than now heads the Executive branch of the Government.

### **May Reverse Policy**

The new recognition of business needs and the probable reversal of ordinary customs is designed purely as a remedy for conditions, the exact opposite of which gave birth to anti-trust legislation. How, with a realization of the difficulties that business is coping with, the President and his advisors are working on a virtual "omnibus bill" the most important factor of which is expected to be the reversal of official policy with regard to business.

In that bill also will be a large public-works program in order to give immediate relief to unemployment, but that is secondary except for the ultimate taxation expected to be levied to offset the cost of the public works program. However, should the business-



relief phases of the program accomplish the expected results, the additional taxation imposed by public-works relief will be only a happy incident.

#### Authorization for Agreements

Under the tentative plan now being considered and which probably will be made public within one week, business will be not only authorized but very possibly induced by persuasion or other means to do actually those things that last week were unlawful—to make agreements within individual industries regulating production in accordance with demand, to set prices at a level that at least yield a return of cost of production and probably a reasonable profit, to form purchasing units and formulate joint promotion campaigns that will benefit whole industries and cut down the expensive overhead of what has characterized heretofore the enforced "rugged individualism" of business establishments.

There still is divergence of opinion as to the eventual conclusion of the plan for legislative relief of business ills, but the above mentioned factors will be represented in the bill in one form or another.

#### Effects on Labor

And with them will be, it is authoritatively understood, stipulations regarding labor that will protect workers from under-paid conditions that now characterize some industries—a condition, incidentally, that does NOT appear to obtain in those served by this magazine. However, labor protective agreements are not expected to operate to the disadvantage of balance sheets, since labor costs are a primary element in the figuring of costs that will be reckoned in the returns industries are allowed to receive under the new program.

All of this admittedly is experimental, but there is an extraordinary manifestation here of a desire on the part of business to have the experiment proceed, since all of the old forms seem to have fallen to pieces. The newspaper reports of the next few days will contain much detailed information of the new plans for industry, revolving probably around a central co-ordinator who will have authority to deal with co-ordinating groups within industries.

#### Holds Eyebrow Pencils Dutiable as Cosmetic

Finding that the chief use of eyebrow pencils is as a cosmetic, the United States Customs Court, First Division, recently handed down a decision which held that pencils imported by the Stationery Export & Import Corp., New York, should be classified as a cosmetic and therefore are dutiable at the rate of 75 per cent ad valorem under paragraph 62 of the Tariff Act of 1922. The plaintiff sought to establish that the pencils, made in the form of ordinary wooden pencils but filled with a dark brown or black material, since they were not exclusively used for coloring the eyebrows, should be dutiable as ordinary pencils.

The court, in the same decision, sustained the protest of the company that metal pencil-point protectors, attached to the eyebrow pencils, should be dutiable separately, and held that they should be classified under paragraph 1451 at the rate of 25 cents per gross.

### Coming Conventions

Insecticide and Disinfectant Manufacturers' Association, Edgewater Beach hotel, Chicago, June 5 to 7, 1933.

Association of Canadian Perfumers and Manufacturers of Toilet Articles, Lucerne, Quebec, June 6 and 7, 1933.

Flavoring Extract Manufacturers Association, Hotel Knickerbocker, Chicago, June 19 to 21, 1933.

American Pharmaceutical Manufacturers' Association, Edgewater Beach hotel, Chicago, June 21 to 23, 1933.

National Paper Box Manufacturers Association, Congress hotel, Chicago, July 19 to 21, 1933.

American Cosmeticians Association, Hotel Sherman, Chicago, August 21 to 24, 1933.

American Pharmaceutical Association, Hotel Lorraine, Madison, Wis., August 28 to September 2, 1933.

International Beauty and Barber Supply Dealers Association, Royal York hotel, Toronto, Canada, September 11 to 15, 1933.

Associated Chain Drug Stores, Congress hotel, Chicago, September 14 and 15, 1933.

National Hairdressers and Cosmetologists Association, Edgewater Beach hotel, Chicago, September 17 to 21, 1933.

National Association of Retail Druggists, Hotel Sherman, Chicago, September 18 to 22, 1933.

Federal Wholesale Druggists Association, Hotel Sherman, Chicago, September 25 to 27, 1933.

American Beauty and Styles Exposition, Grand Central Palace, New York, October 23 to 26, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

#### N. A. I. D. M. to Meet in Chicago

The nineteenth annual mid-year meeting of the National Association of Insecticide and Disinfectant Manufacturers will be held June 5 and 6 at the Edgewater Beach hotel, Chicago. The regular sessions will be preceded by a meeting of the board of governors in Chicago on Sunday evening, June 4, at 7 p. m. There will be a program of entertainment, including a golf tournament and horseback riding, on June 4 prior to the meeting, and a trip through the Century of Progress by bus on June 7, following the convention. Business sessions will be held morning and afternoon on June 5 and 6, with group luncheons on each day. The mid-year banquet, which this time will be in the form of a beefsteak dinner with a more elaborate floor show than heretofore, will close the meeting on Tuesday evening, June 6. Preceding the dinner, there will be a reception in the Lincoln room of the hotel at 6:30 p. m.

The convention will be in charge of Walter J. Andree, of Sinclair Refining Co., New York, chairman of the convention committee, assisted on arrangements by John Powell, of John Powell & Co., Harry W. Cole of Baird & McGuire, Inc., and J. A. Walsh of C. B. Dolge Co. Entertainment and the banquet will be in charge of Grant A. Dorland, of the MacNair-Dorland Co. General registration, covering a "round trip ticket" for luncheons and banquet will be reduced to \$10 per person this year.

# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVIII. No. 3

May, 1933

### The A. M. T. A. Convention

LAST year we pleaded with the members of the A.M.T.A. to take definite steps at their annual convention to rid the industry of some of the abuses which have invaded it, especially in the field of department store distribution. This year, the convention, by its rapid action has outstripped us, has taken the bit in its teeth, so to speak, and is far up the road toward certain ultimate results.

Undoubtedly the action of the convention will have a far-reaching effect upon the business of manufacturing and distributing toilet preparations. Whether the effect will be all that the proponents of enforced ethics desire and foresee, cannot be foretold. It was unfortunate that while unanimity of action by the convention was secured without difficulty on the matter of calling a Trade Practice Conference with the Federal Trade Commission, the vote was far from a unanimous expression of the opinion of the industry. A small but extremely important section of the industry, differing with the proponents of the conference plan, withdrew from the association before the meeting. Accordingly, their voices and their votes were lacking in an action which commits the association to a new course of action, although that course is in line with the present industrial and governmental trend.

*There can be no question of the flaws in the "hidden demonstrator" plan of merchandising toilet articles. There may be a question of the advisability of calling upon the Government through the Federal Trade Commission to overcome these faults. Especially is this true when so important a section of the industry is apparently unalterably opposed to bringing a Government agency into the picture.*

If the usual procedure is followed, a demand for a trade practice conference will now be lodged with

the Commission which will in turn appoint a time for the conference. Invitations will then go out to the trade in general throughout the country. They will include not only those who seek the action but those who are opposed to it as well. If the matter follows the usual course, both proponents and opponents will appear at the conference and will be heard at some length by the commission. *It seems probable that there will be a considerable amount of debate about some of the rules which will be proposed. In any event, virtual unanimity seems, at the moment, extremely unlikely.*

We have studied the results of a great many trade conferences. We believe that in most instances they have done much good. But we have found that the rules finally promulgated by the Commission, after the conferences have been held, have, in the main, been limited to those on which there was substantial agreement within the industries affected. What, then, will be the effect of a trade practice conference among makers of toilet preparations? It is a question which only the event can answer.

Meanwhile there is now a rift in the hitherto united ranks of manufacturers of toilet preparations. *THIS RIFT SHOULD NOT BE PERMITTED TO WIDEN. Neither group has as yet gone so far that by mutual concession, an understanding cannot be reached and the industry reunited,* if not on this particular subject, at least on other important projects.

The convention itself was well up to the usual standard. Attendance was good considering general business conditions, and those in attendance showed more than the usual interest in the proceedings. The entertainment committee must be given credit for splendid arrangements, for selection of the hotel and the outside features of entertainment. The speakers talked well and to the point of the several subjects discussed. We might have wished for more general discussion although, perhaps, the excellent, prepared talks made further discussion unnecessary.

We must also commend president Cecil Smith for the friendly and efficient manner in which he conducted the business sessions, and compliment him especially upon the excellence of his opening address. Seldom has so straightforward and frank a presentation of association affairs and trade difficulties been made or a difficult subject been handled with such tact and firmness. *The association has done well in choosing him for the full term this year.*

In closing we extend congratulations to the asso-

## OUR ADVERTISERS

### ALSOP ENGINEERING CORPORATION New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW  
432 Fourth Ave., New York City.

GENTLEMEN: That depression we *had* certainly taught us how to check the purchasing power of our dollars, especially those spent in advertising, where tangible returns are said to be hard to check.

We put in an inquiry-chasing system eight months ago; achieved 90 per cent returns on it, have already saved thousands of dollars, while increasing the number of good inquiries.

What will interest you, however, is the fact that as a consistent puller THE AMERICAN PERFUMER indisputably leads. It has rated lowest in "cost per inquiry" throughout our cold-blooded, selfish investigation of our now hard-boiled advertising dollar.

Facts are facts. We all like a pat on the back once in a while, so here's yours.

With kind regards,

Very truly yours,  
ALSOP ENGINEERING CORPORATION,  
C. E. CROWLEY, Sales Manager.

ciation and the industry upon the presentation of the Richard A. Hudnut Medal to H. Henry Bertram. His work on behalf of the industry need not be detailed here. It is too well known to require comment from us. It is peculiarly fitting that the medal should go to him just as he severs his connection with the manufacturing industry to enter another field in which we wish him every success.

So the 1933 convention of the A.M.T.A. has passed into history. Undoubtedly it marks an important departure in the affairs of the association and of the industry. *We hope that the results of the vigorous action taken may be beneficial to the entire trade, and that, in the end, a united industry may face the future with renewed confidence as a result of that action.*

### Watch Your Claims!

THE development and adoption of a number of new cosmetic raw materials, particularly ingredients for creams of various sorts, have again brought to the fore the question of what claims should be made for toilet preparations and what statements should appear upon their labels. These newer materials are advanced by their makers as indicated for use in abnormal conditions of the skin, as containing vitamins, hormones and other substances supposed to nourish or improve the skin through absorption, or even, in extreme cases, as

possessing actual and definite therapeutic properties. Even talcum and face powders have fallen under the spell of the therapeutic label, and claims of "antiseptic" qualities for these products are advanced in some quarters.

All of these claims may be justified although thus far it may be said that few of them have been actually substantiated by chemical or clinical tests. Even if they are completely justified, however, *there is grave danger in their use on finished cosmetics by the manufacturer.* Placing a claim of medicinal value or even nourishing properties upon the label of a cosmetic brings it at once under the scope of the Federal Food and Drugs Act and under the bureaucratic control of the Food and Drug Administration. This may not seem so bad to the manufacturer who has never had much experience with this particular regulatory body. However, before he goes ahead, he should take counsel with some of his competitors who have had that experience. They can tell him that it spells TROUBLE in capital letters.

Regardless of the difficulties which may be encountered and the troubles with regulatory statutes which may be met, however, there are other reasons why great care should be taken in making claims for cosmetic products. Practically all of these raw materials which are supposed to produce more or less miraculous effects upon the skin are new materials or at least new to this industry. The claims made for them may be justified, but in very few instances is there anything like real proof of their complete efficacy.

Even yet, there is wide disagreement regarding the effect of materials applied to the skin. Doctors are by no means agreed as to the possibilities of nourishing cells in any other way than by the normal process of metabolism. Even if the manufacturer does not fear regulation by the government, how can he make definite claims for new and untried products merely on the basis of the possible or even probable presence of vitamins, hormones, or other important ingredients?

This magazine has published articles during the last few months discussing at length a number of these newer raw materials. Other articles of the same sort will follow. In these articles, the claims made for the materials are put forward, but they are presented merely as claims which may or may not be substantiated by scientific evidence. We would caution our readers in studying these interesting new materials not to let themselves be carried away by the enthusiastic reports of their sponsors. By all means use these materials for what they are worth, but be careful that your labels and your advertising are strictly in accord with the facts and deceive no one. There is a great deal which may be said for cosmetics made with the use of these new materials within strictly truthful limits. *It is unnecessary to go beyond the facts to sell these products.* A careful regard for the interests of the public and thus of the industry will dictate that claims should stop short of anything not yet fully substantiated.



# Protecting the Package

## *Design and Legal Elements of the Subject of Imitation and Counterfeiting*

by Ruth Hooper Larison\*

THERE has been a great deal of both printed and verbal discussion of protection for design, trade marks and packaging in recent months. Now that an increasing number of manufacturers are becoming more packaging-conscious and willing to appropriate sufficient budgets to handle such work successfully, they are thinking more about what protection they can expect when the job is done.

It would seem there is at present all the legal protection for which there is any need, although argument continues as to whether or not manufacturers should be further safeguarded against infringements upon individual creations. While a great number of manufacturers have resorted to legal measures in protecting their rights, successfully, some others have met with failure due to one cause or another, and still others have hopelessly shrugged their shoulders and become resigned to the false belief that they had no redress. It's a long road with many apparently misleading sign posts and considerable expense, if you fail to follow the proper path to protect your rights.

Just at this time when unfair trade practices are being widely discussed in the toilet goods industry and definite steps are being taken to rectify them, it seems appropriate to bring into the discussion the unfair trade practices which crop up because of infringement of trade marks and package similarity in general. In the report of the Trade Practices Committee at the A. M. T. A. convention, substitution of one brand for another was cited as a common disease of the industry which demands a cure. Substitution of one brand of merchandise for another is especially easy where the package of the second brand appears similar to the customer and, in fact, such substitution can occur without any sales pressure brought from behind the counter.

As a package designer, I am particularly interested in seeing each manufacturer's package presented as *his own* so that he may reap the full benefit of all his advertising, promotion, sales and packaging expenses without the hazard of somebody else coming along and capitalizing on the good work. I further maintain that a healthier attitude towards constructive contracts with the consumer can be brought about in this way. It is certain that the customer is not trusting as blindly in the manufacturer as she once did. She is learning fast, and what she has learned has been somewhat of a shock. Don't let's kill the goose that lays the golden egg—which is just what we are doing when we let one grain after another of consumer confidence dis-

integrate into suspicion and apprehension because she is not getting what she asked for or what she was told she would receive when she purchased the goods!



There are four salient points I want to make clear. *One:* Good merchandising is being jeopardized from time to time by misleading package identity. *Two:* Both the manufacturer and the public have rights recognized by law to protect them from this practice. *Three:* Must every instance of this kind be directed through the slow, expensive and sometimes inefficient process of a lawsuit? *Four:* Can we not establish a simpler, less expensive and more direct method of settling such difficulties within the industry and es-

pecially without knowledge of the customer and without rousing the customer to further loss of confidence?

Let me go back to the first point. We all know of one instance after another where package identity is so confused in the mind of the public that one article is purchased for another. We also know that many such instances are the results of an intent to confuse the public and that the offending manufacturers have been brought to justice. There are, however, instances, which, I believe, we can truly say have come about without any actual intent to confuse the public. Possibly through a dearth of ideas on the part of those who originate the second package, having only the original in their minds at the time, and also because some products offer very narrow scope for individuality in package design. Of course, that is just where creative design should step in and find a new way of presenting an old product so that it will appear new and decidedly different. It is always possible to do this if sufficient creative ability is turned loose on the problem.

My second point is that both the manufacturer and the public have rights recognized by law. The manufacturer's reputation, prestige and volume of business may be at stake. The customer's dollars and confidence are always at stake. In the case of *Cook v. Starkweather* (1872), 13 Abb. Pr. N. S. 392, it is said:

"A trade mark does not necessarily consist of words alone or of words combined with figures or designs alone. The package, case or vessel in which the commodity is put, if prepared in a peculiar or novel manner, although in itself perhaps not a trade mark, may very properly be a very important part of it; and where a peculiar device is applied to a box or barrel which has been especially prepared to receive and give prominence to the design, such specially prepared box or barrel constitutes a part of the trade mark, and may participate in the protection which will be given to the trade mark itself."

\*In collaboration with Daniel L. Morris, of the New York Bar.



In the case of *Hier v. Abrahams* (1880), 82 N. Y. 519, it is stated: "The statute requires only that the imitation should be either the same to the eye, or in sound to the ear as the genuine trade mark and this accords with the authorities."

In the case of *Colman v. Crump* (1877), 70 N. Y. 573, it was stated: "It is not necessary that the symbol, figure or device used or printed and sold for use should be a facsimile, a precise copy, of the original trade mark, or so close an imitation that the two cannot be distinguished except by an expert, or upon critical examination by one familiar with the genuine trade mark. If the false is only colorably different from the true; if the resemblance is such as to deceive a purchaser of ordinary caution; or if it is calculated to deceive the careless and unwary, and thus to injure the sale of the goods of the proprietor of the trade mark, there is an infringement."

In the case of *Clark v. Clark* (1887), 25 Barb. 76, it was held that: "So far as the owner is concerned an imitation of his mark, with partial differences such as the public would not observe, does him the same harm as an entire counterfeit. If the wholesale buyer, who is most conversant with the marks, is not misled, but the small retailer or the consumer is, the injury is the same in law, and differs only in degree."

In the case of *Popham v. Cole* (1876), 66 N. Y. 69, it was said: "The imitation of a trade mark with a design to deceive the public, and which is liable to deceive them and enable the imitator to pass off his goods as those of him whose trade mark is imitated, is a fraud upon the latter and a false representation to the public."

The following was part of the decision of the Honorable Hyman Rayfiel, City Magistrate, 10th District Court, Borough of Brooklyn, in the case of *The People of the State of New York v. Adolph Goldberg* (a case instituted by Pinaud). I would quote it in full if space permitted for it is a most direct and intelligent review of this problem. However, here is an important excerpt:

"I am satisfied that this defendant has wilfully and intentionally perpetrated the offense within the scope and province of the section in question. I believe that it was the intent of the Legislature as a matter of public policy in the enactment of the statute in question, not alone to protect property rights, but mainly, I believe, to encourage by such protection legitimate enterprise and honest competition. It is a matter of public policy."

The defendant was held for the Court of Special Sessions and the following is a quotation of the record:

"This is to Certify that it appears from an examination of the Record in this Court, in the above entitled action, that on November 27, 1925 (Plea of guilty), Defendant Convicted. Sentence: To Pay a Fine of \$500, or In Default of payment to stand committed to



UN JOLI CHAMP DE JONQUILLES PRES DE GRASSE

the City Prison, Borough of Brooklyn, for the term of Ninety (90) Days. (COMMITTED) Voorhees J/ Dissents and votes 90 days, workhouse, without fine."

There have been many instances where no single element of the package or the trade mark was subject to exclusive use, but the assembling of these various elements into a package, thus establishing its individuality and identity, established the rights of the manufacturer to protect it. For instance, in the case of *William Wrigley, Jr. & Co. v. Grove Co.*, in 2nd Circuit, November 14, 1910, 183 Fed. Rep. page 99, the word "Spearmint" was not subject to trade mark because it is a descriptive word. However, the use of the pink wrapper under the outer wrapper together with the name in red, the spear, the general color scheme and the words "The Flavor Lasts" and packed in a carton with yellow as the dominant color gave it its individuality. The defendant was using a yellow box, the word "Spearmint," and the use of these elements together was held to constitute unfair competition. While no one can protect the use of any single color or shade of a color on his package, a combination and arrangement of colors can be protected. It is an interesting example of an instance of packaging that was held to deceive, and not merely a case of similarity of the technical trade mark.

Another case on the same point was that of *Gulden against Chance et al*, in 2nd Court of Appeals, 3rd Circuit, August 18, 1910, 182 Fed. Rep. Page 303. "Don Carlos" brand of olives was packed and sold by the plaintiff while the defendant used the name of "Don Caesar" on his olives which were packed in a similar bottle with a similar style of label. While the two brand names were different, each subject to trade mark, the similarity in dress of goods was established to be confusing to the customer.

In the case of *Lea against Wolf*, 13 Abbots Practice Reports, page 389, in the Supreme Court of New York in 1872, the name "Worcestershire Sauce" was not subject to trade mark protection since it was the name of a city and therefore could not be limited to the use of any one manufacturer. But, the labels, wrappers and

color scheme, as well as the words used together, created a design which gave evidence that there was intent to confuse the customer.

These are but a very few of the cases which could be quoted which throw light on this particular phase of protection, and it seems significant that as far back as the 1870's individuality in packaging was recognized as of sufficient importance to protect a manufacturer's brand of merchandise. Surely, in these days, with our merchandising and advertising structure so highly complicated, we should draw upon the constructive precedents of the past to safeguard both the manufacturer and the public.

I want, here, to acknowledge my debt of gratitude to Daniel L. Morris, Esq., for his co-operation in guiding me through the labyrinth of these legal technicalities so that I might be in a position to bring before the readers of *THE AMERICAN PERFUMER* the actual facts of the matter as they apply to the toilet goods industry.

The third point I referred to previously is a question: Must every instance of this kind be directed through the slow, expensive and sometimes inefficient process of a lawsuit? If you believe your package is subject to unfair competition, all that you can expect is an adjudication of the evidence put before the judge. A comprehensive understanding not only of your own problem, but of the trade practices in your industry would seem necessary in order to present fair evidence of the existing conditions. The judge has nothing to go by but the evidence which is put before him. Nor is it expected that you will get anything but a valuable adjudication for it is not up to the judge to tell infringers what they may do, but only what they may not do. The Court doesn't give advice.

My fourth point: Can we not establish a simpler, less expensive and more direct method of settling such difficulties within the industry and especially without knowledge of the customer and without rousing the customer to further loss of confidence? While this is also a question, I believe there is an answer that will go a long way towards simplifying things. I believe that the Associated Manufacturers of Toilet Articles should consider a plan which would function through the Association for an Arbitration Board before which these practices could be examined by outstanding authorities in the industry, each one well versed in at least one particular phase of the industry, and by friendly co-operation recommend what is fair and just, within the law, and certainly within good merchandising practice. This Arbitration Board would operate for the benefit of manufacturers, distributors of foreign goods, merchants, material manufacturers, designers and all others associated with the industry. The Board would not only pass on infringements, but give valuable advice under legal guidance as to how they should be avoided.

Such a Board would save countless dollars, priceless time and set up a new high standard for packaging practices which would, I feel sure, have a far reaching and salutary effect upon the industry as a whole and catch up the fast ravelling sleeve of consumer confidence. I should welcome the opinions of those interested in this subject and stand ready to discuss it in further detail.

## New Bill Ends W. Va. License Tax

OF interest to readers of this magazine is the "Beer Bill" (House Bill 359) recently passed by the West Virginia Legislature which will become a law June 9. The bill adopts a new definition and standard for "liquors" in conformity with the National Prohibition Act, and includes a proviso for the exemption of alcoholic preparations intended for non-beverage purposes. The proviso states: "That the word 'liquors' as used in this chapter shall not be construed as including liquids, mixtures or preparations intended for non-beverage purposes which have been manufactured and prepared for the market in accordance with the laws of the United States."

The bill thus eliminates the necessity of all manufacturers and dealers selling "liquids, mixtures or preparations intended for non-beverage purposes" from complying with the provision of the West Virginia Prohibition Act. In other words, it will not be necessary for them to make application for a wholesale or retail dealer's license and pay the annual license fee.

## Spice Trade Association Convenes

Lloyd M. Trafford, of C. T. Wilson & Co., was re-elected president of the American Spice Trade Association at its annual convention, held May 9 and 10 in the Waldorf-Astoria hotel, New York. The business meeting was held on the afternoon of May 10

following a luncheon in the hotel. In addition to disposing of routine business matters, the association heard an inspiring address by president Trafford who, after reviewing the activities of the spice trade during the past year, turned to business conditions and attacked unfair trade practices. Discussion of the proposed revision of the Food and Drugs Act also took place, and it was voted to request government officials to submit any proposed changes for consideration before they were finally incorporated into the new law.



LLOYD M. TRAFFORD

The following officers of the association also were re-elected: vice-president, George M. Amor, McCormick & Co., and treasurer, J. P. Knight, Irwin-Harrison-Whitney. I. B. Catz and Truman H. Boyer were elected directors for two year terms. John Clarke was re-elected chairman of the arbitration committee, and Alfred Joensson, chairman of the alternate arbitration committee.

The spice grinders' section of the association met on May 9, and re-elected Jacob Frank, of the Frank Tea & Spice Co., chairman for the coming year. The section went on record as endorsing the proposed "slack-filled" package bill which would prohibit the use of deceptive packages.

# Vitamins A and D in Cosmetics

## *Development of New Raw Materials Containing Vitamins and Some of Their Possibilities*

by *Maison G. de Navarre*

THE rapid development of the study of vitamins results in constant development of new and novel methods for their administration. One of these methods is the application of ointments or creams rich in vitamin-containing substances directly to the skin. This, according to its proponents, is a corrective for mild skin morbidities, large pores, lines, wrinkles, sallowness, etc. It is contended that in addition to a general body reaction which all nourishing substances produce in the individual, creams applied locally also produce a pronounced local effect. Numerous experiments have demonstrated that this may be true, and many more will be conducted to elaborate on present knowledge.

### Theory of Action

In line with these new applications is the development of new theories as to the exact manner in which vitamins produce their reaction. Of the several proposed theories, that of von Hahn<sup>1</sup> is worthy of some consideration. In his experiments von Hahn, applying the investigations of Brinkman and others, developed an interesting hypothesis concerning the method of action of vitamins, and especially of substances containing them. His contention is that the substances containing vitamins act "not by means of chemical constituents in them, but by virtue of their inherent surface activity." Believing that this surface activity was due to the vitamin content of these substances, von Hahn conducted numerous experiments in which he proved that the surface activity ran parallel to vitamin content of food as determined by Funk. His work, however, was confined to the water-soluble vitamins B and G, since the action of fat soluble vitamins, depending so much on the sun and ultra-violet irradiation, was extremely complex. In addition, there was at that time practically no definite knowledge concerning the factor known today as vitamin A. Nevertheless, there is a considerable amount of data in his experiments which lead to the belief that the fat soluble vitamins may produce their action in the same manner. This, however, still remains to be definitely proven.

### Mode of Action

The absence or deficiency of vitamin A has a serious effect upon growth, frequently followed by eye troubles, respiratory infections, loss of appetite, vigor and general health, and a lessened vigor of the epithelial cells. Wolbach and Howe have shown that a stratified keratinizing epithelium is substituted for normal epithelium in a large part of the skin. Mc-

Garrison contended that the functions of vitamin A was to protect the cells covering body surface. Very recent experiments of Mellanby and Green tend to show that many infections of thyroid, gonads, sinuses and other organs were directly traceable to vitamin A.



Vitamin D on the other hand has an effect on the assimilation of certain vital food elements including calcium and phosphorus. Deficiencies of vitamin D manifest themselves in altered blood conditions, disease of the bones, teeth and skin, and an increase in susceptibility to certain troubles arising from a limited vital capacity, such as predisposition to colds. Its action on the skin

seems to be one of direct stimulation or metabolism between the cells and their surrounding media. It probably acts to increase the rate of absorption by the skin of vital substances brought to it by the blood.

Many reports<sup>2-5</sup> have appeared on the use and value of irradiated sterols and vitamin D on the skin. These lead to the general conclusion that the skin cells are directly stimulated, resulting in greater local action arising from the general action of the vitamin upon the entire system.

It is now a generally accepted fact that the body manufactures vitamin D in the skin although the exact location of the area in which the vitamin is produced is open to question. Work on this has been done by a number of authors.<sup>6-8</sup> The literature on the production of vitamin A in the body is not so extensive. Gudjouson,<sup>7</sup> however, using a certain type of lanolin, describes the absorption and synthesis of vitamin A by the skin. He further goes on to discuss the relative potency of this lanolin in vitamin A.

In addition to the beneficial action of vitamins on the skin proper in apparently increasing the rate of assimilation by the skin cells, there is the possibility of greater effect through general body reaction. While differences of opinion still exist regarding the possibility of absorption of vitamins or other nourishing materials through the surface of the skin, the trend of medical opinion at present seems to be toward the acceptance of that hypothesis. If it is accepted, we may say that not only are vitamin-bearing creams cosmetics, but that they are actually foods supplying the necessary vital factors in food substances in such a form that they assist in building up a sound body, and, through local stimulative action, a fine skin.

### Source of Vitamins

The most concentrated sources of both vitamins are the chemical compounds or provitamins from which they are made. These are carotene for vitamin A and

ergosterol for vitamin D. The action of ultra-violet light on the latter (covered by patents) produces substances which have the same effect upon the body as the vitamins naturally produced in foods. Use of these raw materials in the manufacture of vitamin extracts is out of the question in this industry, however, since few cosmetic chemists have had sufficient training in standardizing the resulting extracts. Methods of standardization, however, exist, and are utilized by manufacturers of vitamin concentrates.

In place of these products the fish liver oils are used, such as cod, halibut and salmon liver oils. The first of these is well known for its high content of fat-soluble A and D vitamin in readily assimilable form. Its use in cosmetics, however, is more or less prohibited by its pungent or fishy odor, which is practically impossible to mask. Many have advised the use of fresh coffee and coffee grounds as admixtures for deodorizing the oil. They do not work out very satisfactorily in practice. Absorptive charcoals are also unsatisfactory, and in addition, they absorb vitamins, thus rendering the final oil valueless in this respect.

Halibut liver oil<sup>8</sup> is extremely rich in vitamin A and, as it appears on the market as "Haliver Oil With Viosterol," it is probably the best source of both fat-soluble vitamins. Incidentally, the commercial article is highly concentrated and lends itself to the formulation of creams and ointments. It has a slightly fishy odor which, however, is masked without difficulty by small quantities of suitable perfume.

Salmon liver oil, the newest and perhaps the most concentrated source of vitamins, has not yet been exploited. Additional sources of fat-soluble vitamins are egg yolk, carrots, butter, beef fat, goose grease, seal and whale oils, dog and pork fat, and possibly avocado oil, citrus fruits, and others too numerous to mention. Some types of lanolin are extremely rich in vitamin A, while others do not seem to possess this property. Viosterol and vigantol can be used to fortify substances in vitamin D. Caritol (0.3% carotene) can be used to fortify in vitamin A.

### Manufacturing Technique

Vitamin A and D are both more or less stable to ordinary ingredients for toilet creams. There exist, however, some dangers and difficulties from light, heat and oxidation. High temperatures particularly have a deleterious effect on vitamin A. For instance, 110°C was sufficient to partially destroy the vitamin in a certain type of lanolin. Exposure to air over a period of 42 hours resulted in the complete oxidation of the vitamin, and the lanolin no longer was able to protect or cure rats suffering from vitamin A deficiency. This shows that presence of air oxidizes vitamin A and, accordingly, air must be absent from creams containing it. The use of colloid mills for the manufacture and mixing of these creams prevents the inclusion of air and thereby results in stable products.

Vitamin concentrates, such as haliver oil, are best added to the creams after the complete manipulation of all the other ingredients. When using a colloid mill the cream may be made in the ordinary fashion keeping out some of the oil to be added as admixture with the vitamin concentrate. Then the whole mixture

should be run through the machine again, a precaution which is necessary where moderately high temperatures are used to mix cream ingredients. Here oxycholestrin bases are exceptionally useful as emulsifying agents, for with many of them little heat is necessary, and the ingredients need only be mixed together according to the usual procedure for complete emulsification.

For ordinary creams, 0.5 to 1 per cent of the vitamin concentrates commercially available for this purpose (irradiated ergosterol, caritol and haliver oil) is sufficient. A good grade of lanolin along with oxycholestrin base is the best oil medium. Percentages of either must be regulated so that about 50 to 65 per cent of water is absorbed by the base. Only distilled water should be used. Ointments naturally contain little or no water. Pure anhydrous lanolin makes a suitable base for this quantity of vitamin concentrate. Zinc oxide and kaolin may be added to ointments, using about 10 per cent of the former and 5 per cent of the latter. An excellent preservative and aromatic for ointments is oil of Peru balsam. Some of the newer preservatives, such as the esters of paraoxybenzoic acid, may also be used, quantity of 0.5 to 1 per cent being generally sufficient. The same quantities are suitable for use in creams.

If heavier creams are desired, the percentage of lanolin may be increased. However, semi-solid creams are becoming very popular. The addition of about 0.5 to 1.5 per cent of lecithin (from soya bean) tends to stabilize either ointments or creams against oxidation. It also tends to lower the interfacial tension of the fatty system, and thereby to create more stable emulsions.

As perfumes, jasmin, neroli and citrus odors blend well in creams. To slightly modify a previous statement, orange flower water may be substituted for distilled water since it is essentially a perfumed distilled water. It will replace about half of the quantity of perfume and blends well with the odors mentioned. Carrot seed oil produces novel effects even when used alone. Together with carnation odors,<sup>9</sup> some exceptionally novel perfume effects may be obtained.

Containers for vitamin-containing creams should in general protect the creams from the sun's rays and especially from ultra-violet. For this purpose baked enamel jars are advised, although recent research by a government chemist would seem to indicate that green glass may possess some virtues.

### Application

Vitamin creams may be applied in the same manner as any good grade toilet cream would be. Experiments tend to show that they are beneficial to sensitive skins and that part dry, part oily skins are benefited as well. Vitamin ointments as well as creams aid in healing eczematous conditions, particularly dry eczema.<sup>10</sup> Experiments indicate that acne is benefited by their use. Such creams are also said to be of value in obviating wrinkles, crows-feet, lines, large pores and patchy discolorations of the skin not due to internal causes. For attaining any of these results, however, vitamin-bearing creams must be used over a comparatively long period.

Gudjonsson noticed the effect of vitamin A on the



hair in his experiments on rats, and concluded that the use of preparations containing this vitamin have possible applications along this line. Vitamin D preparations as well as cod liver oil have been used for unsatisfactory hair and scalp conditions with good effect, and recent experiments indicate that vitamin-bearing creams and ointments are likely to be useful in the treatment of the hair and scalp.

### Summary

This article is a resume of some of the literature written on the subject of vitamin ointments and creams as used for alleviating morbid and unnatural skin conditions. In addition, it includes a large amount of data developed by the author through numerous original experiments. Methods of manufacture and cautions to be observed have been cited. Possible uses not yet entirely demonstrated have been mentioned. It has been pointed out that absorption of vitamins by the skin is now accepted by a large section of medical opinion and further increases their field of usefulness. Halibut liver oil has been mentioned as one of the most concentrated and easily obtained sources of vitamins. It may be replaced later by other more potent extracts. The theory on the activity of vitamins as developed by von Hahn has been explained.

### Conclusion

In manufacturing and especially in offering to the public a vitamin cream, manufacturers should always bear in mind that these creams involve great care in the manufacturing processes, and that any claims as to vitamin potency must be confirmed by physiological assays. The actual worth of these creams as sources of vitamins for general body effect as well as for local action can be proven only by experiments on living animals. In addition curative claims for vitamin-bearing or other creams bring them under the purview of government authorities, and accordingly the manufacturer must be prepared at all times to demonstrate the accuracy of his statements.

The author firmly believes that these creams are of great value as general cosmetics and also for numerous curative purposes, and that future experiments will undoubtedly develop new and additional uses for them.

<sup>1</sup> Von Hahn, *Colloid Chemistry*—Alexander, Vol. II, Chem. Cat. Co., New York.

<sup>2</sup> *Bull. Soc. Franc. de Dermat. et Syphil.* Dec., 1929.

<sup>3</sup> *New York Med. Journ. and Rec.* CXXX, No. 3, 123-5.

<sup>4</sup> *Chinese J. Physiol.* 4, 79, 1930, through Cowdry *Ophthalmology*

Vol. I, Paul Hoeber, Inc., N. Y.

<sup>5</sup> *Chinese J. Physiol.* 4, 93, 1930, through Cowdry *Ophthalmology*

Vol. I, Paul Hoeber, Inc., N. Y.

<sup>6</sup> *Am. J. Dis. Child.* 24, 20, 1922, through Cowdry *Ophthalmology*

Vol. I, Paul Hoeber, Inc., N. Y.

<sup>7</sup> *Am. J. Physiol.* 25, 533, 1926.

<sup>8</sup> A trade marked product of Par'ce, Davis Labs. and Abbott Labs., Detroit, and Chicago.

<sup>9</sup> *This Journal*, Dec., 1932.

<sup>10</sup> *Dermat. Wochenschr.* 513, 1932.

### Most Important Publication

#### *Perfumes, Inc.*

THE PERFUMER is the most important publication coming to this establishment and its arrival is looked forward to every month. Not only is the editorial section read, but every advertisement is carefully checked for new ideas in packages, raw materials, etc.

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### Watch Out for Air Bubbles

In the process of mixing an oxy-cholestrin cream, care should be taken to prevent the incorporation of air. These bubbles rise in the jar after packing, leaving small depressions in the surface of the cream. These depressions facilitate evaporation of water leaving a layer on top of the cream that is much darker than the cream immediately under, and giving rise to the idea of possible spoilage or decomposition in the lady's mind when she uses the cream. To avoid this, place thin, round, fitting sheets of tin foil, or transparent cellulose right on the top of the cream. Clamp the lids on tight too. This should be a needless reminder, and yet too much stress cannot be placed on it.

### Taking Out the Sting

You can remove the sting from liquefying cleansing cream by making a more careful choice of perfumes. Many ingredients, such as alcohols, ketones aldehydes, etc., may cause a slight stinging sensation. Esters on the other hand, have little or no appreciable sting. Be careful in using perfumes with eugenol, terpineol, benzaldehyde, phenylacetaldehyde, acetophenone and like compounds. In line with this, give special attention to perfumes designed solely for the purpose of perfuming creams. They have been designed with this thought in mind.

### Pectin in Various Products

Wherever you find use for gums or slimy agents, experiment with pectin. Its use is rapidly spreading, covering many fields. Try it in toothpaste; it serves the purpose well. Shaving creams have been made with it as a sole ingredient along with water and perfume. It is not a soap, as some have thought it to be. Quite the reverse! It is a mucilaginous agent extracted commercially (in the United States) from citrus fruit. It requires very little preservative.

### Titanium Salts in Cosmetics

Titanium oxide has the highest hiding power of any white pigment commercially available. Its high index of refraction makes it adaptable as a face powder ingredient. One pound will cover 115 square feet of black surface and completely hide the color. Two and a half to five per cent in a vanishing cream base makes an excellent hand whitener. Replacing zinc oxide with titanium oxide materially lowers the cost, and increases the value of the preparation. Titanium stearate, too, is very useful in powders, not only because of its high refractive index, but also because of its property of adhering to the face under variable conditions.

## Doctors Hear Talk on Cosmetics

**C**OSMETICS belong to chemistry, not to medicine; and if physicians want to take any part in the control of cosmetic arts and practices, they must know not only the modern organic chemistry on which cosmetic preparations are largely based today, but also the use of these preparations in practice. They now give too little attention to the care of the skin and hair in health, and are too ready to condemn everything relating to the cosmetic business.

With this theme, in a talk entitled "Cosmetics—the Outcast of Medical Science" Florence E. Wall addressed the Society of Medical Jurisprudence at the New York Academy of Medicine on May 8. "If physician would again take an interest in cosmetics they would only be taking back into their care what was an integral part of medical practice for about 5,000 years," said Miss Wall. She traced briefly the history of the progress of cosmetics during this period, following with an account of the demoralization of everything pertaining to beauty culture since about 1600 when the physicians finally abandoned them for the treatment of only internal or pathological conditions.

She believes that physicians could well give more serious study to non-pathological conditions and preventive care of healthy skin and hair, learn more of what is actually being done with cosmetic preparations and treatments, as practised by the better establishments of the present day, and give the manufacturers and operators more sympathetic understanding and co-operation.

Physicians who have attempted to regulate the cosmetic business by drafting laws for manufacturers have frequently shown a marked lack of the fundamental chemical knowledge involved, and an even less knowledge of practical procedures. Miss Wall said that if outside forces would only be patient a little longer, the cosmetic business would be cleaned up from within. She laid much of the opposition to cosmetic products and treatments to the ballyhoo, pseudo-science, and moronic advertising with which they are promoted, and said that if physicians only had a greater appreciation of some of the fine research that is being done by manufacturers, they would probably prescribe and recommend proprietary cosmetics for skin conditions as freely as they prescribe proprietary drugs for general use.

The paper was discussed by Drs. Howard Fox, Fred Wise, and Herman Goodman; Walter D. Wile, attorney; and M. G. de Navarre, of Detroit, one of our contributors, who spoke of what is being done in adapting vitamins, hormones, and organotherapeutic products to cosmetic use.

## Synthetic Aromatics in Rumania

The chief synthetic aromatics produced in Rumania are amyl acetate, anethol, butyl butyrate, ethyl valerate and ethyl anthranilate. It is estimated that the total production of these materials amounts to 120 tons a year. The local production does not cover the demand, and considerable quantities of synthetic perfumes and flavors are imported in bulk by local manufacturers. (*Assistant Trade Commissioner Kenneth M. Hill, Bucharest.*)

## Plans for F. E. M. A. Convention

**P**LANs for the annual convention of the Flavoring Extract Manufacturers Association, to be held in Chicago at the Knickerbocker hotel, June 19, 20 and 21, are rapidly nearing completion. D. T. Gunning, chairman of the convention committee, and B. H. Smith, president, have listed a number of important speakers and subjects.

Among these is an address of welcome by Capt. John W. Gorby, who will explain the importance of the Century of Progress Exposition to the business world and give the members an idea of the particular parts of the Exposition which will be of special interest.

A speaker from the Chicago Better Business Bureau will deliver an address on "Racketeer Methods In The Modern Business World."

Dr. James M. Doran, Commissioner of Industrial Alcohol, will pay his annual visit to the convention and discuss the effects of the newer acts relating to alcohol control. C. P. Wilson, of the Products Division of the California Fruit Growers Exchange, will present motion pictures and discuss California citrus fruits.

A talk on unemployment insurance, a subject of great interest to all manufacturers at present, will be delivered by Prof. H. M. Groves, of the University of Wisconsin, and the labeling of flavoring extracts will be discussed by a speaker from the United States Department of Agriculture.

Dr. T. J. Otterbacher will speak on "The Modern Use of Flavoring Extracts in Candies and Cakes."

Mr. Gunning has thus far declined to reveal the details of his entertainment program, desiring to give the members a surprise on their visit to Chicago. Reservations may be made through Mr. Gunning or John S. Hall, executive secretary of the association.

## Powdered Henna a Non-Enumerated Article

The United States Customs Court, in a recent decision involving the case of J. Schanzenbach v. United States, held that imported henna in ground or powdered form is properly classified as a non-enumerated article, manufactured in whole or in part, not specifically provided for, and subject to duty at the rate of 20 per cent ad valorem. The ground henna leaves in question were assessed at the rate of 75 per cent ad valorem under the provision in paragraph 61 of the Tariff Act of 1930 for non-alcoholic preparations used as applications for the hair. The importing company protested, and claimed free entry under the dyeing and tanning materials paragraph, 1670. Further alternate claims were made for duty at the rate of 10 per cent under paragraph 34 as a drug, or at the rate of 10 or 20 per cent ad valorem under paragraph 1558 of the same act as a non-enumerated article, unmanufactured or manufactured, not specially provided for. The court set aside all claims except that for classification as a non-enumerated article.

## May Standardize Turkish Rose Oil

It is understood that the Turkish government is considering the establishment of quality standards for rose oil with a view of promoting export trade in that commodity. (*Department of Commerce.*)

# TRADE NOTES



## Mrs. Harold F. Ritchie Heads Company

Mrs. Harold F. Ritchie, widow of the founder of Harold F. Ritchie & Co., Toronto and New York, has succeeded her husband as head of the Ritchie organization which controls a dozen large manufacturing concerns. Mrs. Ritchie kept in close touch with the activities of the organization, and accompanied her late husband on many of extensive business trips. In the early stages of the business she worked with him in building up the selling organization which became one of the largest enterprises of its kind in the world.

C. M. Hemming, who has been in charge of the British office of the company for several years, has been named vice-president, and Ruthven Hay, a close associate of the late Mr. Ritchie, will continue as managing director. Other officers are: S. M. Screaton, director of sales; J. H. Spence, secretary, and C. H. MacDougall, treasurer.

Among the companies controlled by the Ritchie interests are the Frostilla Co., the Pompeian Co., Scott & Bowne Co. and International Proprietaries, Ltd.

## Procter & Gamble Acquires Hewitt

Procter & Gamble Co., Cincinnati, has acquired a controlling interest in the Hewitt Brothers Soap Co., Dayton, Ohio. Details of the transaction were not given, but it is understood the transfer involved an exchange of stock. Under the terms of the new arrangement, the officers of the Dayton company will remain the same, and the plant and operations will continue as in the past.

James Hewitt is president and treasurer; Martin F. Schultes of New York, vice-president; Samuel Finn, secretary, and Frank R. Dinwiddie, assistant treasurer. In order to effect the arrangement, the company was re-organized and reincorporated as the Hewitt Soap Co., Inc.

Hewitt Brothers Soap Co. was organized in 1884 by George A. and Archie Hewitt and was incorporated in 1901. It manufactures a complete line of soap and allied products, most of which are sold under the trade name "Easy Task."

## Soap and Glycerine Association Moves

The Association of Soap and Glycerine Producers, Inc., has moved to a suite on the eighteenth floor of the building at 386 Fourth avenue, New York, where very convenient and comfortable quarters have been secured. Private offices for Roscoe C. Edlund, secretary, and ample room for the staff of the association and its affiliate, Cleanliness Institute, have been provided.

## Ex-Cel-Sis Enlarges Kansas City Quarters

The Ex-Cel-Sis Products Co., Salt Lake City, manufacturer of cosmetics, has taken larger space for its Kansas City branch. The company has moved this office from 1012 Walnut street, where it has been located for some years, to the Fidelity National Bank building.

## Munro Joins Daggett & Ramsdell

Russell Munro has been appointed sales manager of Daggett & Ramsdell, New York, according to recent announcement by the company. His headquarters will be at the Daggett & Ramsdell plant at 214 West Fourteenth street.



RUSSELL MUNRO

Mr. Munro, who has acquired a broad background in merchandising and sales promotion in other fields, will be actively associated with the promotion and distribution of the new treatment line recently placed on the market by the company. Nation-wide distribution through selected retail outlets is planned for the new line, and, according

to Mr. Munro who has been on the job for a few weeks, rapid progress is being made and good results have already been shown.

He will work in close conjunction with Griswold Daggett, general manager of the company, and, judging by his capacity for work and his past success, should be a valuable addition to the D. & R. staff.

## Tre-Jur Announces Three Appointments

Thomas Jones, formerly buyer of toilet preparations for Frederick Loeser & Co., Brooklyn department store, has joined the sales staff of the House of Tre-Jur, Inc., New York. Mr. Jones was associated with the Loeser store for several years, and is well known in the trade throughout the metropolitan district of New York.

Tre-Jur also has announced two other appointments. Elton B. Andrews, formerly with the DeVilbiss Manufacturing Co., will represent the company in Pennsylvania, and Harold I. Salins, who was associated with Richelieu, has been made sales representative in the Middle West.

### Factors Visit in New York

Among those attending the A. M. T. A. convention last month, and probably the ones coming from the greatest distance, were Frank Factor and Davis Factor, of Max Factor & Co., Hollywood, Calif. They were accompanied by Perc Westmore who has charge of all



PERC WESTMORE, DAVIS FACTOR AND FRANK FACTOR

make-up and hair goods for Warner Brothers studios and who also acts as consultant on these products for other motion picture producers. His brother, Ern Westmore, is also associated in this work, both men working on behalf of the Factor organization which has long been noted for its work with stage and screen stars.

Frank Factor is perfumer, and has charge of manufacturing operations for the house. A picture of his unusual private laboratory was published in our pages a few months ago. Davis Factor holds a general executive position with the house having control of operations in general and especially of cosmetic sales. They visited extensively in the trade in and about New York, leaving for their return trip to the Coast May 4. The accompanying picture was taken on a brief visit to the editorial offices.

### Zonite Products Financial Report

The financial statement of the Zonite Products Corp., New York, and subsidiaries, for the quarter ended March 31 shows a net income, after depreciation, Federal taxes and other deductions, of \$77,090, equal to 9 cents a share on 845,556 \$1 par shares. In the same quarter last year, the company's profit was \$214,987, or 25 cents a share.

### Affiliated Products Issues Report

Net income, after Federal taxes and other charges, of \$160,863, equal to 42 cents a share on 382,800 no par capital shares, is shown in the financial statement of Affiliated Products, Inc., Chicago, and subsidiaries, for the first quarter of this year. This compares with a net of \$155,562, or 40 cents a share, in the first quarter last year.

### Fire in Akron Soap Plant

A fire occurred May 1 at the Akron Soap Co. in Youngstown, Ohio, and caused about \$2,000 damage to the plant. Patrick McShane, watchman, escaped with severe body burns.

### Perfumes, Inc., Reorganized

Perfumes, Inc., Philadelphia, manufacturer of perfumes and toilet preparations, has advised us that Fitzhugh R. Johnstone, one of the organizers and president of the company, has taken over the interest formerly held by Walter J. Hughes and is now in complete control of its policies. Mr. Hughes held the offices of vice-president and treasurer. At a recent meeting of the board of directors, Mr. Johnstone was elected president and treasurer, and it was decided to leave the office of vice-president vacant for the time being. Mr. Johnstone reports that the company's distribution is steadily expanding and that plans are being formulated for increased sales efforts.

### Halitosine Opens New Plant

On April 22, the Halitosine Co., of St. Louis, held "open house" and entertained the jobbers, jobbers' salesmen, retailers and associated cosmetic dealers and manufacturers of the company at its fine new plant at 5001 Fyler avenue. The new quarters were made necessary because of the rapid expansion of the Halitosine Co., which now markets its product, "Halitosine," in a national sales set-up.

To a large measure due credit must be given the foresight and business acumen of the three founders of the company, Lee Hess, Thomas Matoushek and Felix Garnier. In 1927 they formed the Halitosine Co., and have built a business which has placed their product in that ever enviable class of "best sellers."

Recently the company secured the services of Jack Joyce as sales manager. He came to the firm with an enviable record gained through many years of service with the Standard Oil Co. of New Jersey. From the beginning the company has stressed the necessity of a restricted price policy and, setting that plan in motion, has found the results highly favorable. Because it has frowned upon price cutting, it has



NEW PLANT OF HALITOSINE CO.

been able to secure the co-operation of drug jobbers and retailers in its merchandising set-up.

The policy has been to enforce a good price and discount plan of its own conception with a view of giving the distributor and retailer alike an equitable compensation in exchange. That this policy has proven acceptable and workable to the wholesale and retail trade is evidenced in the new plant which stands as a monument to a product that is well marketed.



### Mme. Rubinstein Back from Europe

Mme. Helena Rubinstein, president of Helena Rubinstein, Inc., New York, has returned to America following a visit to her European laboratories and a tour of the principal capitals abroad. While on tour she conferred with the leading scientists and doctors on skin health, beauty and rejuvenation. She also attended the fairs at Leipzig, Prague and Budapest and spent some time in Berlin and Vienna previous to her trip through Southern Europe and to her London salons. She returned here on the *Aquitania* May 5.

Mme. Rubinstein brought with her the new gypsy tan beauty foundation which is her latest beauty creation developed on the trip abroad. It is already most popular at smart European resorts. She is at present in Chicago, where this beauty foundation will be introduced in the daily beauty talk given by her personal representative at the smart casino on the Fair grounds.

### Edith Lefohn Joins Mother's Company

Miss Edith Lefohn, well known international artist, and daughter of Mme. Rose Lefohn, who created the "Russian Duchess" line of cosmetics in honor of Russian royalty, with the ancient and honorable Russian coat-of-arms, has recently come to the Pacific Northwest and Seattle to visit and assist her mother in the demonstration and distribution of the Seattle-made products which are figuring prominently among the many cosmetic lines created and introduced to the Pacific Northwest metropolis. The talented and versatile young artist represented the Russian cosmetic products which are produced in Seattle at recent demonstrations in the Bremer department store at Bremerton, Wash., recently.

### Cosmetics at A. M. A. Convention

The American Medical Association has announced a list of exhibitors whose displays will feature the annual convention to be held this year at Milwaukee, June 12 to 16. The displays this year include two manufacturers of toilet preparations, Elmo, Inc., of Philadelphia, which will show and distribute samples of its line of toilet preparations, and P. Beiersdorf & Co., Inc., Long Island City, N. Y., which will center its activities on "Nivea" cream. The exhibits will be housed in Mechanics Hall, and will be open each day of the convention from 8:30 A. M. to 6 P. M.

### Beiersdorf in New Quarters

P. Beiersdorf & Co., Inc., manufacturer of "Nivea" products, moved May 1 from 200 Hudson street, New York, to larger quarters at 46-10 Eleventh street, Long Island City, N. Y. Duke Laboratories, an affiliate of the Beiersdorf company, also has been removed to that address.

### New St. Louis Soap Distributor

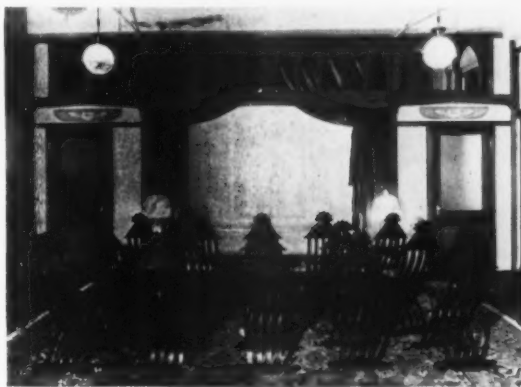
The Industrial Soap Co., 115 Valentine Street, St. Louis, has been incorporated to distribute soap products of Procter & Gamble Co. Warehouse space of 10,000 square feet has been secured.

Pocter & Gamble Co. has appointed the Goff Distribution Co., Cincinnati, to handle the distribution of its liquid and oil soaps. The Goff company was organized about a year ago by Godfrey P. Phillips.

### Egyptian Salon Opens Theatre

Not content with having one of the most unusual beauty salons in the city with his "Egyptian Temple of Beauty" at 509 Fifth avenue, New York, Georges Sakele, president of the Egyptian Cosmetics Corp., has introduced another unique feature quite new to the cosmetics field. It is an intimate theatre built in the salon proper. The theatre, which is shown here, seats 100 people and has a full-size stage. Its decorations carry out the same Egyptian motif as in the salon, with murals copied from the walls of ancient temples, hammered brass chandeliers and chairs of mosaic inlaid wood and mother-of-pearl.

The theatre will be the scene of a series of lectures, demonstrations, dances and entertainment. A complete course in beauty culture, to last over a period of



ten weeks is planned for the near future. While the purpose of the theatre primarily is to make women beauty conscious by educating them in the correct methods and principles of beauty culture, some evenings will be devoted to entertainment in the form of dancing exhibitions and concerts. Fashion and beauty exhibitions are also planned.

Mr. Sakele is planning to open a salon in Philadelphia fitted out along the same lines as his New York "temple."

### Abbott Now Mennen Sales Manager

Frank G. Abbott, formerly of McKesson & Robbins, Inc., wholesale and manufacturing druggist, has joined the Mennen Co., Newark, N. J., in a general sales and management executive position. Mr. Abbott's close association with wholesale druggists in all parts of the country during his connection with McKesson & Robbins and his long experience in the field should aid him considerably in his new position. Prior to becoming associated with McKesson & Robbins, he was connected with the McKesson-Minneapolis Drug Co., Meyer Brothers Drug Co. and International Proprietaries.

### Soap Company Opens Branch

The Household Products Manufacturing Co., manufacturer of granulated soap, has opened a branch office at 4956 Whittier boulevard, East Los Angeles, Calif. The new branch will be under the direction of O. J. Lovik and E. F. Smith.

## Death of George Lueders

George Lueders, founder and chairman of the board of George Lueders & Co., New York essential oil house, died at his home in Summit, N. J., May 4 at the age of 76. Mr. Lueders was born in Germany, February 4, 1857, but early in life settled in Southern France where he became interested in the essential oil and perfume raw materials industry. Here he sought employment with the house of Lautier Fils, Grasse, and after working in the plant, an experience which brought him the foundation for his profound knowledge of perfumes and odors, he was placed in the sales organization.

A complete mastery of European languages made him extremely useful in this connection, and during the next few years he travelled extensively throughout Europe and also made frequent trips to the United States. He soon realized the broad future of the industry with which he was connected and the possibilities of expansion in America, and in 1885 migrated from France to the United States, settling in New York where he embarked in business under his own name, representing Lautier Fils and a number of other European raw material producers.

The first offices of the new essential oil house were at 13 Gold street, but these soon became inadequate, and successive moves took the rapidly growing firm to 213 Pearl street, 218-20 Pearl street and finally to the modern building at 427 Washington street where the company is now located. A few years after the business was established it became a partnership with Ferdinand Weber and Henry J. Heister as partners, and in 1906 it was incorporated under its present name with Mr. Lueders as president, an office which he filled until 1931 when he became chairman of the board holding this office until his death.

Always interested in the welfare and happiness of his associates and employees, Mr. Lueders was prompt to recognize and commend efficient service or faithful work in the interest of the company. In line with this idea, he established some years ago the "Twenty-Five Year Club," and the fact that at the time of his death the organization had 23 members is evidence of the loyalty and affection which the employees felt for the house and its founder.

Mr. Lueders was a member of the old Seventh Regiment of the New York National Guard, an organization in which he took particular pride, a charter member of the Bankers' Club, a member of the City Mid-Day Club and for many years a member of the Baltusrol Golf Club of Short Hills, N. J., to which he donated a permanent trophy known as the Seniors' Cup, contested for each year.

He leaves a widow, Clotilde Kurtz Lueders, whom he married in 1887; a daughter, Mrs. H. M. Paulsen; and two sons, George K. Lueders and Frederick J.



THE LATE  
GEORGE LUEDERS

Lueders, both of whom are associated with the company. Funeral services were held from his late home in Summit, May 6 and were attended by a delegation from the trade with which he had been associated for so many years. Interment was at Kensico Cemetery.

## Death of Mrs. C. P. Goss, Jr.

Mrs. Edith Wayne Goss, wife of Chauncy Porter Goss, Jr., vice-president of the Scovill Manufacturing Co., Waterbury, Conn., died May 9 at Presbyterian Hospital, New York, after an illness of several months. Mrs. Goss, who was fifty-three years old, was a great-granddaughter of Justice James Moore Wayne of the United States Supreme Court. Besides her husband, she leaves two sons, Chauncy Porter Goss, 3d, and Richard Wayne Goss; two brothers, Henry Wayne, of Boston, and Glenn Wayne, of Waterbury, and a sister, Mrs. James E. Cooper, of New Britain, Conn.

## Lionel Barsalou Is Dead

Lionel Barsalou, president of J. Barsalou & Co., soap manufacturer, Montreal, died April 26 after an illness of several days. Mr. Barsalou, who was forty-six years old, was a graduate of Mount St. Louis College, Montreal. After graduation he entered the employ of the company owned by his family, working his way upward to the presidency. He leaves a widow and two daughters.

## Death of Mme. François Goby

It is with deep regret that we record the death in Grasse, France, of Mme. François Goby, wife of François Goby, of Tombarel Frères, following an illness of about a month. Mme.



THE LATE  
MME. FRANÇOIS GOBY

Goby, the former Matilda Pons, was the daughter of René Pons, chairman of the branch of the Bank of France at Avignon, where she was married to M. Goby in 1922. A woman of great charm, her untimely death will be mourned by a wide circle of friends and acquaintances including many in the trade here who had visited Grasse and come under the spell of her engaging personality. Mme. Goby leaves her husband and two daughters, aged eight and six years.

## Charles H. Parrish Dies

Charles H. Parrish, for thirty-five years head of Charles H. Parrish Co., Baltimore, manufacturer of flavoring extracts, died in that city May 5. Mr. Parrish was the founder of the company which bears his name, but retired from it several years ago to enter the business of tea importing. He leaves a widow and a son, Charles H. Parrish, Jr., of Baltimore.

### Gliddens Resign from Affiliated

As we go to press we learn that O. E. Glidden has resigned as president of Affiliated Products, Inc., Chicago, and his son, Roy Glidden, has resigned as treasurer, assistant secretary and director of the company.

### Zala Perfumery Co. Moves

Zala Perfumery Co., Philadelphia, manufacturer of perfumes and toilet preparations, has moved to a modern, daylight factory at 2030-32 East Willard street, where considerable new equipment has been added. The company was formerly located at Garnet street, at Indiana avenue.

Originally organized to manufacture "Olivo" hair tonic, which has met with considerable success in barber shops, Zala Perfumery Co. about three years ago acquired the interests of the Grecian Chemical Co., manufacturer of a complete line of cosmetics and beauty supplies. D. Caimi is president of the combined companies. E. R. Daniels, formerly connected with the Herpicide Co., is now district manager for the Middle West and Pacific Coast.

### Clairel Co. Takes Larger Quarters

The Clairel Co., distributor of "Clairel" shampoo tint, is occupying new offices at 132 West 46th street, New York. The new quarters represent an expansion of more than three times the space formerly used by the company at 35 West 45th street, that city.

### Amouroux Now With Molyneux

Pierre Amouroux, formerly sales manager of Houbigant Inc., has been appointed vice-president and general manager of Les Parfums de Molyneux. He will make his headquarters with La Maison Francaise, French building, Rockefeller Center, New York, August 1, and in the meantime has established temporary quarters at the RKO building, Rockefeller Center.

Mr. Amouroux is a member of the French Legion of Honor, and came to the United States in 1929 when he became connected with Houbigant, Inc., as sales manager, which position he held until last December. Mr. Amouroux is now formulating plans for greatly expanding the Molyneux line and will make a further announcement in September.



PIERRE AMOUREUX

### Kleco Company Moves

The Kleco Co., manufacturer of manicuring preparations, has moved to larger quarters at 1658 McDonald (formerly Gravesend) avenue, Brooklyn. The company was formerly located at 4110 16th avenue. Additional equipment and an increased staff will facilitate the company's service to its many customers.

### Trevillian Kidnappers Foiled

W. J. Trevillian, vice-president of the W. T. Rawleigh Co., Freeport, Ill., had a thrilling and perilous experience May 8 when he was kidnapped from in front of his office and held for a brief time for \$40,000 ransom. The kidnappers, who have confessed, were



W. J. TREVILLIAN

Laverne Moore, an employee of the Rawleigh company, and William Stubbe. The plot was uncovered when two former "undercover men" of the sheriff's office were asked to enter the scheme by Moore and were subsequently questioned by police and assisted in the plans for capture.

The original scheme was to kidnap Mr. Rawleigh, but it was later decided to "snatch" Mr. Trevillian instead. When

plans were completed, Federal agents were notified, and three hours after Mr. Trevillian had been seized he was freed from captivity in the cellar of an abandoned farmhouse and the kidnappers were apprehended. Mr. Trevillian returned home, none the worse for his experience, and the kidnappers were locked up. The "undercover men," police believe, were originally involved in the idea, but they have been released.

### Palmolive Wins Safety Award

The Palmolive Co. record of no lost-time accidents in its plant in Milwaukee has won it the safety trophy of the Colgate-Palmolive-Peet Co. for 1932. The trophy, an engraved plaque, is to be retained by the plant for one year and, if won twice in succession, becomes the permanent property of the winning unit of the Colgate-Palmolive-Peet organization.

The Milwaukee plant is the first to get the trophy, in competition with the company's plants in Jersey City, N. J., Brooklyn, N. Y., and Berkeley, Calif. G. A. Sellmer, plant superintendent, is a member of the Foreman's Safety School committee of the Milwaukee Association of Commerce. He also is on the safety division's committee on industrial first aid and health.

The company has participated in the association's safety program during the 10 years it has been in operation. Ninety of the firm's foremen and safety supervisors annually receive training in the foreman's safety school, the fire prevention school and the school of first aid and health conducted by the association's safety division. Arthur H. Groth is chairman of the safety committee of the Palmolive plant, and Miss Agnes Francis is in charge of the first aid department.

### Advanced by Lady Margaret Co.

Miss Jemeila Naham was placed in charge of the office of Lady Margaret Co., Inc., of Fort Worth, Tex., makers of "Lady Margaret" cleansing cream, hair tonic and other toiletries, recently. Miss Naham is well known locally in the toilet goods trade.

### Pharmacy Display at Chicago Fair

What is probably the most valuable private collection of ancient pharmaceutical shelfware, mortars, weights, manuscripts and other apparatus found in the early European apothecary has just been acquired by Americans and will be exhibited first at the Chicago Century of Progress Exposition in June. At present these antiquities, numbering more than 3,000 pieces, are housed in the Squibb building in New York where they were received from Wiesbaden, Germany.

It will be welcome news, therefore, to connoisseurs and to pharmacists and physicians, particularly, to learn that this collection made by the widely-known Jo Mayer, of Wiesbaden, has been purchased by E. R. Squibb & Sons and that it will form a part of the Squibb professional exhibit at Chicago.

There are six distinct groups into which antiquities connected with early pharmacy may be sub-divided,



and all of these groups are strongly represented in the Squibb collection.

The "Squibb Medieval Pharmacy and Collection," as the exhibit will henceforth be known in pharmaceutical circles, includes a wealth of material that will astonish and delight those who see it. After it has been shown in the Hall of Science at the Chicago Exposition, it will probably be permanently placed in the Squibb building, where it will be accessible to all who are interested.

In viewing this rare acquisition for America, it is recalled that there are in Europe a few pharmacies which are more than 250 years old; some are even more than 500 years of age. Some of these are in buildings of similar antiquity, and the present owners exhibit with pride the magnificent majolica ware of centuries past, kept now largely for display purposes only.

In addition to these old pharmacies with many ancient pieces of shelfware and apparatus still remaining in their original habitat, there are a few museums in Europe where among the exhibits of local or national importance are ancient pharmacies or laboratories faithfully reproduced from past centuries.

### Congratulating Mr. and Mrs. Lindemann

We extend congratulations to Mr. and Mrs. Joseph L. Lindemann on the birth, April 19, of Barbara Alice Lindemann. Mr. Lindemann is associated with Joubert Cie., Inc., New York.

### Death of Ernest Hopkinson

Ernest Hopkinson, vice-president of the United States Rubber Co., and chairman of the board of the Naugatuck Chemical Co., died at his home in New York, May 3, at the age of 60. Mr. Hopkinson was a native of England but came to this country as a young man, and after studying law, was admitted to the bar in 1895. He had been connected with United States Rubber Co. from 1897 when he joined the Peerless Rubber Co., a subsidiary, as patent counsel. He held hundreds of patents in the rubber and allied chemicals fields.

Mr. Hopkinson was a member of the Lotos, Metropolitan, Sleepy Hollow, St. Andrew's and Maidstone clubs. He leaves a widow, Bessie Barnes Hopkinson, a daughter, Mrs. Marion Brooks, and two sons, Russell and John H. Hopkinson, all of New York. Funeral services were held from his home and were conducted by Rev. George Trowbridge of All Angels Church, of which he was a member.

### Alfred E. Cleveland Dies

Alfred E. Cleveland, president and founder of the Flash Chemical Co., Cambridge, Mass., manufacturer of soaps, died in that city early in May at the age of sixty-two. Mr. Cleveland was born in New York and secured his early education in the public schools, and after considerable experience in selling soaps both in this country and abroad founded the Flash Chemical Co. in 1906. The principal product was "Flash," a hand soap for mechanics, and this product met with great success. A few years ago "Flash De Luxe," a toilet soap of steadily increasing popularity, was added to the line. Mr. Cleveland was known to soap buyers throughout the United States, and the success of his company was due as much to his engaging personality as to the merit of his products.

### Death of Levi Rokeach

Levi Rokeach, vice-president of I. Rokeach & Sons, Inc., Brooklyn, N. Y., manufacturer of kosher soaps and food products, died suddenly in Montreal, Can., May 3. He was visiting a branch factory in the Canadian city when he was taken ill.

Mr. Rokeach, who was fifty-two years old, was born in Russia. He came to this country in 1890 with his father, Israel Rokeach, who started the manufacture of "Rokeach Kosher Soap," an invention of the latter's which had been endorsed by leading rabbis of Europe. From a modest beginning, the firm prospered, and later engaged in the manufacture of a variety of food products.

He leaves his widow, his father, three children, William, Leo and Hannah; two brothers, Drs. Aaron and Louis Rokeach, and three sisters, Mrs. Selma Kamaiky, Dr. Fanny Rokeach and Mrs. Luba Gamson.

### Death of Mrs. Morrison

Mrs. Emma A. Morrison died at her home in Oak Park, Ill., April 25, at the age of eighty years. Mrs. Morrison was the mother of William G. Sibbach, president of Wm. G. Sibbach & Co., Maywood, Ill. She was born in Westphalia, Germany. Funeral services were held April 27, with interment at Woodlawn Cemetery.



### Michigan Association Elects de Navarre

At the regular April meeting of the Michigan Toilettries and Extract Association a formal election was held and the temporary officers were re-elected to serve until the December meeting. The officers are Maison G. de Navarre, president; "Chuck" R. Rollings, of Seely Mfg. Co., vice-president, and R. M. Stevenson, of Givaudan-Delawanna, secretary.

The association decided to hold a meeting and golf tournament at one of the country clubs near Detroit early in June, and as a tentative date set June 8 for this event. The name of the club and further details will be announced as soon as plans have been completed.

Mr. de Navarre, president of the association and a frequent contributor to our pages, was a visitor in New York early this month, and spent several days here visiting the trade and inspecting essential oils and finished products plants in the metropolitan territory. He returned to Detroit by airplane May 11.

### Mr. and Mrs. Gordon Visitors Here

M. Martin Gordon, president of Princess Pat, Ltd., Chicago, and Mrs. Gordon, vice-president of the company, spent about a week in New York early this month. They made numerous calls in the trade as well as upon distributors of Princess Pat products and report that they are greatly encouraged over the outlook for business during the remainder of the year.

### Congratulating Mr. and Mrs. Bannister

We are pleased to announce the birth of a daughter, Betty Jane, to Mr. and Mrs. Hugh S. Bannister, of San Francisco. The young lady arrived April 20 and tipped the scales at 7 pounds, 14¾ ounces. Mr. Bannister is general manager of the Peroxide Manufacturing & Specialty Co., Ltd., of San Francisco.

### Kings Return to Winona

Mr. and Mrs. E. L. King have returned to their home in Winona, Minn., after spending the Winter at their Florida estate near Daytona. Mr. King is president of the J. R. Watkins Co., of Winona. During the month of April Mr. and Mrs. King made an extended Caribbean cruise.

### Means, Director of Bristol-Myers

Earl A. Means, vice-president in charge of sales of the Bristol-Myers Co., New York, has been elected a director of that company. Mr. Means, who has been associated with Bristol-Myers since 1903, was appointed sales manager in 1912, and five years ago was elected vice-president.

### Baker Brings Out New Products

The J. A. Baker Laboratory, Fort Worth, Tex., widely known sectionally as the makers of "Baker's Best Hand Lotion," is bringing out two new hair tonics during April. One, a canary yellow in hue, is called "Locust Bud," while the other, which is a clear green, has been named "Service."

### Dodge & Olcott Honors Employees

Dodge & Olcott Co., New York, had a family gathering May 1 at its offices in honor of its oldest employee, Lewis Vreeland, who has been associated with the company continuously for sixty years. He first came in 1873 when there were but seven or eight employees, and has witnessed the growth of the company year by year. Mr. Vreeland was given charge of the oil room of the old firm of Dodge & Olcott shortly after he was employed and has held that position ever since. He is an expert in the essential oil line, and his opinion has been considered valuable for many years.

The employees presented Mr. Vreeland with a silver platter and the house itself presented him with a very substantial check. A very complimentary address was made by president F. T. Dodge, who has



MESSRS. DOUGHERTY, VREELAND AND STORMS

known Mr. Vreeland for twenty-eight years. Other employees mentioned especially in Mr. Dodge's address were Hughie Dougherty, an employee of the factory for fifty-three years, and Jacob J. Storms who has been connected with the company for fifty-two years. It might be added that the firm can boast of many old-time employees, several now having passed the 50-year mark and many very close to it.

### Luzier Flies to Sales Meeting

Thomas L. Luzier, president of the Luzier Special Formula Laboratories, of Kansas City, accompanied by John W. Denchfield, divisional manager at Miami, Fla., and Fred A. Boxley, general counsel, of Kansas City, arrived by plane at Charleston, W. Va., April 30, to address a meeting of sales representatives in Charleston and vicinity on that day. The meeting was held at the Daniel Boone hotel and was attended by a delegation from Charlotte, N. C., as well as by local representatives. Mr. Luzier keeps in constant touch with the activities of his representatives frequently using the airplane for business trips to various points.

### New Topeka Soap Maker

The Capitol Chemical Co. has been organized with offices in the Crawford building, Topeka, Kan. Plans call for the manufacture of soaps, insecticides and other household products to begin at an early date.

### Beecham's Laboratory Moves

Beecham's Laboratory, manufacturer of cosmetics and toilet preparations, has advised us that it has moved from Millwood, N. Y., to Oscawana-on-Hudson, N. Y., where more convenient quarters have been secured.

### Planning Increased Distribution

The Martha Lee Co., St. Louis, has plans under way for a steady expansion of distribution which it believes will be warranted by increasing demand for cosmetics during 1933. E. P. Gifford, secretary and treasurer of the company, reports that 1932 business was well up to expectations and that the company's new plans are expected to bring about a material increase in business. The company sponsors the "Martha Lee" cosmetic line which is enjoying excellent distribution, especially in the Middle West.



E. P. GIFFORD

### To Make Soap in Spartanburg

George F. Siddall & Co., Providence, R. I., has purchased a plant at Spartanburg, S. C., and is installing equipment for the manufacture of soap and similar products.

### Soap Firm Leases Quarters

The Gerson-Stewart Corp., manufacturer of soaps, disinfectants and other cleansing products, has taken quarters in the United States Rubber Co. Building, Evins avenue, Cleveland, O. Space leased amounts to approximately 17,000 square feet.

### Roanoke Laboratories Start Operations

Roanoke Laboratories, Roanoke, Va., has begun the manufacture of flavoring extracts and toilet preparations and also a number of drug specialties. The company is located in the Liberty Trust building, Roanoke, and is headed by T. D. Toler.

### Goby Discusses Proposed Regulations

At a recent meeting of the Chamber of Commerce of Nice, France, the subject of the proposed laws concerning floral crops and the control of raw materials for perfumery was discussed. François Goby, of Tombaré Frères, Grasse, presented a very interesting view of this situation, and outlined the position of manufacturers of raw materials toward these projects.

It is Mr. Goby's opinion that the proposed regulation of the industry would be disastrous both to perfumers and growers of flowers, and he urged the Chamber of Commerce to take a position in opposition to the proposal.

### Receive McCormick & Co. Awards

An impressive meeting was held at the offices of McCormick & Co., Baltimore, recently, when the President's Award of Merit was bestowed upon five members of the company for outstanding and meritorious service. The first to receive the award, which is a solid gold button in the form of a trade mark, showing the bee and the blue belt, was Norvell R. Walker, one of company's best known salesmen, for his years of service and his splendid contribution in helping develop the two famous "Bee" and "Banquet" trade marks.

Three other awards were also presented by the president, Charles P. McCormick, for faithful and outstanding service. These went to R. A. McCormick, vice-president; W. L. Bean, secretary, and George M. Armor, vice-president. The fifth award was delivered in person by the president a week later in Florida to W. A. Daugherty. There will be ten other awards given during 1933 for meritorious service rendered the company.

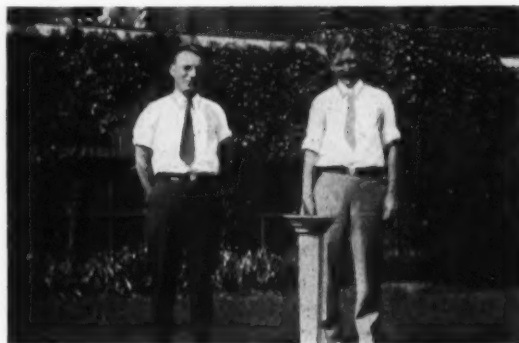
Any employee, officer, salesman, office or factory worker is eligible for these awards, fifteen of which will be given out each year. They will be presented to the persons doing the most meritorious work for the company during the year, and will come as a gift from the president.

### Big Order for Pfaudler

One of the largest orders it has received in many years has been reported by the Pfaudler Co., Inc., of Rochester, N. Y. It calls for \$500,000 worth of glass-lined tanks, and was placed by the Jacob Ruppert Brewing Co., New York. The order may necessitate putting on an extra shift of workers.

### Dealers Sales to Launch Line

Dealers Sales Corp., of St. Louis, is about to place on the market a new line of cosmetics, a very complete line for the beautician for professional use and also a package line for resale through the beauty



GEORGE F. DUEKER AND PAUL SIBLEY

shops. The company is located in very attractive quarters at 3400 Morgansford road. The accompanying photograph shows George F. Dueker, purchasing agent, and Paul Sibley, assistant purchasing agent, outside of the plant.

### Conway Returns From Europe

Improvement in the outlook for American canners, can manufacturers and growers of canning crops was emphasized by Carle C. Conway, chairman of the board of Continental Can Co., Inc., New York, upon his return May 5 from Europe on the *Aquitania*.

"Canned foods are becoming increasingly popular in Europe, particularly in Great Britain, France, Spain and Italy," Mr. Conway stated. "Improvement in the demand for canned foods in European markets, the reduced parity of our dollar compared with European currencies and the favorable statistical position of our canning industry here in the United States, will, I believe, result in improvement for American canners in both export and domestic business this season. Naturally American can makers and farmers producing crops for commercial canning will also benefit."

### Elected by Baltimore Association

Richard H. Randall, district manager of Procter & Gamble Co. in Baltimore, has been elected vice-president of the Baltimore Association of Commerce. C. P. McCormick, president of McCormick & Co., has been chosen a director of the Association.

### William H. Snyder Dies

William H. Snyder, son-in-law of Samuel H. Clark, president of Whittaker, Clark & Daniels, Inc., New York, died at his home in Maplewood, N. J., May 1, after an illness of several weeks. Mr. Snyder was 32 years of age, and was connected with Whittaker, Clark & Daniels, Inc., in the capacity of purchasing agent. He was a member of the Newark Kiwanis Club; Century Lodge, F. and A. M., South Orange, N. J.; Royal Arch Masons, Maple Chapter, Maplewood, N. J.; Junior Order of United American Mechanics, and the Halsey Street Methodist Episcopal Church in Newark. Survivors are his widow, three children, Dorothy, Lora and William 3rd; his mother, three sisters and a brother.

### Ignatius T. Fitzpatrick Dies

Ignatius T. Fitzpatrick, president of Fitzpatrick Brothers, Inc., soap and cleaner manufacturers, died at his home in Chicago, April 28, at the age of 65. He was born in Chicago, and with his brother, James E. Fitzpatrick, established the business which he headed for many years. He was a member of Olympia Fields Country Club and of the Lake Shore Athletic Club. Surviving are his brother, his widow, Mrs. Daisy Fitzpatrick, and three sisters, Mrs. Agnes Kelly, Miss Dorothy Fitzpatrick and Mrs. Mattie Schuytema. A Requiem Mass was sung at Our Lady of Mount Carmel Church, April 30, with interment at Mount Olivet cemetery.

### Bandits Seize Glemby Payroll

Two clerks of the Glemby Co., Inc., hair goods manufacturer, New York, were held up and robbed of a \$1,326 payroll recently. They had just drawn the money from a bank, and were about to enter the elevator in the building at 12 East 22nd street when two men forced them to turn over the money at the point of a gun.

### Compagnie Duval Moves

Compagnie Duval, New York City, has moved from the offices and laboratories at 32 Cliff street where it has been located for the last thirteen years to larger and much more convenient and attractive quarters at 121-123 East 24th street. Here the company's activities are consolidated on the seventh floor of a modern fireproof building.

Entrance to the new quarters is through a spacious reception room where cases have been provided to house samples of the company's many essential oils and perfume and flavor raw materials and specialties with comfortable accommodations for waiting visitors. Along the front of the building are located in succession the general offices, the private office of F. W. Heine, and a well-equipped laboratory which is under the direction of Mr. Heine's brother, C. A. Heine.

The center of the floor space is reserved for storage of essential oils and specialties. It is arranged so



F. W. HEINE



C. A. HEINE

that these valuable raw materials will not be affected by light and may also be shut off by doors from the offices, laboratories and shipping rooms. This arrangement is excellent since it provides cool, dark store rooms and yet permits ready access to stocks.

At the rear of the storage rooms there is ample light, airy space for packing and shipping operations with easy access to freight elevators. Space for the storage of empty containers and other less valuable supplies, separate from that devoted to essential oils and other raw materials, is also available.

Compagnie Duval was organized in 1914 by F. W. Heine, its present head, and was originally located at 177 William street. The company made rapid progress and was soon forced to take larger quarters at 32 Cliff street, where it remained until its present move. Shortly after the company was organized Mr. Heine was joined by his brother, C. A. Heine, who is in charge of laboratory and manufacturing operations.

The new quarters have been equipped with a view to rendering the best possible service to the company's growing clientele and possess every convenience necessary for the efficient handling of its business. The new telephone number is STuyvesant 9-2261-2.

### Miss Von Bredow Joins Houbigant

Houbigant Sales Corp., New York, has advised us of the appointment of Miss Mercedes Von Bredow in charge of its publicity.

### Congratulating Mr. and Mrs. Ritch

Mr. and Mrs. Allan L. Ritch, of New York, are receiving congratulations on the recent arrival of Barbara Estelle Ritch. Mr. Ritch is connected with Heine & Co., New York.

### Merck & Co. Elects Officers

The annual election of officers of Merck & Co. was held at the principal office of the company in Rahway, N. J., April 19, and resulted in the following choices: chairman of the board, Frederic Rosengarten; president, George W. Merck; vice-president and treasurer, George W. Perkins; vice-presidents, J. H. Ambler, R. E. Gruber, James J. Kerrigan and Joseph Rosin; secretary, Oscar R. Ewing; assistant secretaries, P. McK. Garrison, S. W. Walker and H. R. Neilson; assistant treasurer, H. Stein. At the request of Joseph G. Rosengarten, Jr., the board of directors regretfully accepted his resignation as vice-president.

The company's new research laboratories, a picture of which was published in a recent issue, were dedicated with appropriate ceremonies on April 25. Sir Henry Dale, M.D., director of the National Institute for Medical Research, London, England, was the principal speaker. He spoke of the benefits of work in science and especially medicine and pharmacy conferred upon humanity, and praised the establishment of research laboratories as a step in the advancement of adequate medical knowledge.

### Owens-Illinois Acquires Two Firms

The Owens-Illinois Glass Co., Toledo, O., announced recently that it had completed arrangements to purchase the entire assets and business of the Hemingray Glass Co., of Muncie, Ind., manufacturer of glass insulators, and also to buy substantially all of the assets of the O'Neill Machine Co., of Toledo, manufacturer of glass-working machinery. It was understood that the deals represented more than \$500,000 in commitments.

William E. Levis, and Harold Boeschstein, president and vice-president, respectively, of the Owens-Illinois company, have been elected directors of the National Distillers Products Co., in accordance with an understanding reached when a block of National Distillers stock was acquired recently by Mr. Levis and his associates.

### Stein-Brill Corp. Moves

The Stein-Brill Corp., machinery and equipment dealer, moved its offices and warehouses May 1 to 183 Varick street, New York City. The company has leased over 20,000 feet for the incorporation of warehouse and offices under one roof. This has been done for the convenience of customers.

The present warehouses of the company in Jersey City will be continued in conjunction with the new warehouse until most of the machinery has been moved to the new premises. The Stein-Brill Corp. now claims to have the largest facilities of its kind in New York City.

The George G. Rodgers Co., an associate company of the Stein-Brill Corp., manufacturer of new filling and mixing machinery, will also be located at the new address.

### Adopt Five-Day Week

Announcement has been made by Merck & Co., Rahway, N. J.; Heyden Chemical Corp., New York, and Hoffman-LaRoche, Nutley, N. J., that they have placed their factories and offices on the five-day week basis. The policy, according to these firms, is in keeping with the general trend toward a shorter week in the fine chemical and pharmaceutical industries.

### Alker Resigns from Chaleyer

Charles H. Alker, Jr., has resigned as secretary of Ph. Chaleyer, Inc., New York and has been succeeded by Charlotte Kestenbaum. Dr. F. A. Kertess has been elected vice-president to succeed Joseph A. Finegan who has also resigned. Philip Chaleyer continues as president of the company, and is in complete control of its policies and operations.

### Antonow Again Heads Vadsco

Samuel L. Antonow was re-elected president of the Vadsco Sales Corp., Long Island City, N. Y., at the annual meeting of the stockholders May 16. Gerald



SAMUEL L. ANTONOW

Sweeney was elected treasurer to succeed Phil E. Fulcher who resigned. Robert E. Lee was re-elected secretary, and all directors of the company were re-elected. H. Bechdol has been appointed field sales supervisor; J. P. Weiss will be in charge of the Vivaudou sales office and Mr. Antonow will direct all the sales activities of that company.

Executives offices of the Vadsco company have been transferred to 580 Fifth avenue, New York, where they were located prior to being removed last year to the plant in Long Island City. The Vivaudou and American Druggists Syndicate units of the company will have their headquarters at the Fifth avenue address.

### French Syndicate Re-Elects Baubé

The Central Syndicate of Essential Oils and Aromatic Raw Materials, an organization of the leading producers of perfume raw materials in France, at its recent annual meeting re-elected E. Baubé president for the coming year. He has served in that capacity for the last two years. Associated with him will be: vice-presidents, MM. Quarré and Giboury; general secretary, M. Laridan, assistant general secretary, M. Périgne; and treasurer, M. Guédant. Directors include also MM. Bourbonnais, Roberty, Dupont and Girard. M. Bourbonnais who has served as an officer of the syndicate for more than thirty years asked to be retired from office and was named honorary vice-president. To him, the syndicate voted its gold medal of distinguished service. The meeting also discussed proposed alcohol taxes and proposed laws governing the labeling of perfume raw materials which are now being considered by the French Parliament.



### Belmay, Inc., Expands Operations

Belmay, Inc., of New York, has advised us that F. A. Jones, George J. Tombak and J. A. Landsman have joined its sales staff and will make their headquarters at the New York office, 276 Fifth avenue. The laboratories also are maintained at this address, while a Chicago office at 4875 N. Paulina street is under the direction of James W. Powers.

Irvin S. Zeluff, Ph.G., for many years chief chemist of Rigaud et Cie., in New York and Paris, recently joined their forces and will devote himself to research and consultation work on the problems of manufacturers of cosmetics.

Marion Lewis, perfumer for a number of years with leading essential oil houses, is in charge of the perfume laboratory.

### Australian Soap Combine Opens Factory

Operations at the big new factory opened in Melbourne a few months ago by Australian Soaps, Ltd., of Sydney, are reported by the directors to have proved very satisfactory. The company is a merger of Alston Soap & Candle Manufacturing Co., Ltd., Upton's, Ltd., and M. Riordan & Sons, Ltd., three old-established Australian soap concerns.

Arrangements are being made for a new company, Du Menier Laboratories, Ltd., to take over the contract of Australian Soaps, Ltd., with Australian Essential Oils, Ltd.

The accounts just issued for the year ended June 30, 1932, disclose a gross profit of £62,991, against £73,417 for the previous year, and a fall in net profit from £12,405 to £3,314. The capital of the combine is £219,509 (\$1,097,545). There is a reserve of £16,273 for depreciation, and liabilities, apart from those to shareholders, are £26,988. The assets total £257,208 (\$1,286,040 at par).

### Boots Drug Stock Sold

According to advices from London, the long controversy over the sale of controlling stock in the Boots Pure Drug Co. has finally ended with the Tobacco Securities Trust, a subsidiary of the British-American Tobacco Co., exercising an option to purchase 800,000 shares of Boots stock from Drug, Inc. Thus control of the company passes from American to British hands. Several months ago Louis K. Liggett, president of the United Drug Co., arranged the sale of its controlling interest in the Boots company, but the deal was blocked by the British Treasury on the ground that it involved the transfer of British funds to the United States and might affect the price of sterling.

### Consolidated Lithographing Corp. Expanding

Consolidated Lithographing Corp., Brooklyn, N. Y., is planning expansion of its activities in the toilet preparations field. In its completely equipped plant, the company has been doing work on labels, cartons, display devices and other advertising materials for a number of leading manufacturers. The first of a series of advertisements to the cosmetic industry appears in this issue.

### Verley Officials Back from Europe

David A. Bennett, president, and L. J. Zollinger, vice-president, of Albert Verley, Inc., Chicago and New York, and Mrs. Bennett, returned on the *Europa* April 24 from a brief visit in Europe. They conferred with Dr. Albert Verley, head of Etablissements Albert Verley, in Paris, and also spent some time with François Goby and other officials of Tombarel Frères, Grasse, which is represented in the United States by their company.

### British Bottle Man Here

William Bennett, director of the International Bottle Co., Ltd., London, England, arrived on the *Bremen* May 1 for a six weeks' stay in the United States which will include visits to Washington, West Virginia, the Century of Progress Exposition at Chicago, and two weeks in Toronto and Montreal, Canada. This is Mr. Bennett's fifth trip to the United States since 1914.

As to the business conditions abroad, Mr. Bennett is convinced that the worst has passed and that there is every indication that the situation is improving.

### California Association "Open House"

The California Cosmetic Association held "open house" for its members and friends on the evening of May 10. After a delicious dinner, reports of the association's work in securing the passage of laws guaranteeing manufacturers protection in their price schedules were given. The remainder of the evening was devoted to motion pictures covering the perfume and essential oil industry throughout the world. George L. Ringel, vice-president of Fritzsche Brothers, Inc., lectured and displayed the interesting Fritzsche pictures taken by Dr. Ernest S. Guenther during his many trips to the producing sections of the world.

### Monsanto Acquires Swann Corp.

Edgar M. Queeny, president of Monsanto Chemical Works, St. Louis, has announced that his company has acquired a controlling equity in the majority of the voting stock of the Swann Corp., of Birmingham. The Swann gross assets total approximately \$5,000,000. Through its subsidiaries, the Provident Chemical Co., of St. Louis, the Swann Chemical Co., of Birmingham, and Wilkes, Martin, Wilkes Co., of Camden, N. J., it owns and operates plants located in St. Louis, Anniston, Ala., and Camden. It was founded in 1917 by Theodore Swann, its president, who will remain with the company.

The following eight officers of the Monsanto Chemical Works have been elected to the board of directors of the Swann Corp.: Edgar M. Queeny, Charles Belknap, Gaston Du Bois, Theodore Rassieur, J. A. Berninghaus, J. W. Livingston, F. A. Ulmer and G. Lee Camp. The following directors of the old board were re-elected: Oscar Wells, chairman of the First National Bank of Birmingham; William H. Weatherly, chairman of the First National Bank of Anniston; Ferdinand Wilkes, of Camden; William H. Hassinger, Lindley C. Morton, Theodore Swann and C. M. Jespersen, of Birmingham. Theodore Swann was re-elected president.

## Chicago Trade Notes

**A**BOUT 200 members of the Chicago Drug & Chemical Association assembled on the evening of April 27 to enjoy the third annual Spring party, more appropriately named "Ladies Night," inasmuch as the entire program from the banquet menu to music and entertainment is especially planned for the entertainment of the ladies. The party this year was held at the Opera Club, starting with a dinner prepared by the famous Parisian chefs of Ciro's. The entertainment consisted of nine well selected numbers which were rendered in two parts, allowing the members to enjoy dancing in the interval. One unique feature was a small old fashioned bar, serving the much heralded 3.2 brew and tended by a real German barmaid in costume. The members of the Chicago Perfumery, Soap & Extract Association were invited, and helped to swell the crowd of merry makers. President E. L. Drach was the target for much good natured jesting when he tried to deliver the presentation speech prior to presenting the retiring president, Wm. O'Neil, with a gift from the association, in honor of his services as president during the year 1932.

### Walsh Heads Bush Offices

Frank C. Walsh, who was recently appointed manager of the Chicago office of W. J. Bush & Co., Inc., has had a business career which admirably fits him for the exacting duties of this important position. Mr. Walsh who has been connected with the import business for more than sixteen years, was appointed in March to succeed Dr. Freeland J. Dunn, who headed the Bush offices in Chicago for many years but is in temporary retirement on account of ill health.

For several years previous to his recent appointment he was manager of the Oriental department for the import and export house of Henry W. Peabody of New York. This house has liquidated and the department was discontinued about a year ago. He has a fine knowledge of essential oils and of the consuming trades, which will be extremely valuable to him in his new position.



FRANK C. WALSH

### Jelly Finds Northwest Trade Good

Walter H. Jelly, president of Walter H. Jelly & Co., just returned from a trip through the Northwest territory and reports that business has taken a decided change for the better. He reports that the larger manufacturers are experiencing a rush of business, which accompanied the recent inflation news.

### Heberling Visitor in Chicago

George Heberling, president of the G. C. Heberling Co., of Bloomington, Ill., was a recent visitor to the Chicago trade.

### Anniversary of Perfumers' Association

The Chicago Perfumery, Soap & Extract Association celebrated its 25th anniversary by holding a "Silver Jubilee" stag party in the Silver Tap Room of the Knickerbocker hotel on Friday, May 12. The association extended a cordial invitation to all of the surviving original members who participated in organizing the association to be guests of honor, but only a few of the old-timers were able to be present. They were: H. Bartold, Norda Essential Oil & Chemical Co.; Edgar A. Weber, Edgar A. Weber & Co.; W. W. Baldwin, formerly of Baldwin Perfumery Co., and H. D. Crooks, John Blocki, Inc. The association was originally started by a group of perfumers, soap manufacturers and supply dealers, who gathered every Wednesday noon to enjoy luncheon and exchange trade gossip. This group grew rapidly, until it was suggested that an association be formed, and the weekly luncheons held in some private room, in order to accommodate the growing family. The association has enjoyed the membership of nearly every person connected with these industries.

### Golfers Open Season

The Golf Auxiliary of the Chicago Perfumery, Soap & Extract Association and the Chicago Drug & Chemical Association opened its 1933 season May 16 at the Itasca Country Club. The weather was perfect for golf, and thirty members were on hand to enjoy a round on the beautiful Itasca course.

In the Class A play, Elmer F. Smith, of the American Aniline Products Co., who, by the way, is chairman of the Auxiliary, posted a fine 79-5-74, and emerged the winner. H. E. Dunning, of the American Commercial Alcohol Corp., placed second with 86-11-75, and A. C. Drury, of A. C. Drury & Co., finished in third position with 87-11-76.

Play in the Class B match was equally close. Frank Z. Woods, of Frank Z. Woods Co., captured first place. His score was 98-19-79. J. H. Swart, of the Hazel-Atlas Glass Co., was runner-up with 93-12-81, and George Van Kirk, also of the Hazel-Atlas Glass Co., was third with 93-12-81.

John Buslee, of Neumann-Buslee & Wolf, Inc., was the winner in the Class C contest. He scored a 105-28-77. W. Kedzie Teller, of Columbus Laboratories, placed second with 107-26-81, and C. A. Hammond, of F. N. Burt Co., Ltd., finished third with 104-22-82.

The auxiliary has about forty members and will hold monthly prize tournaments throughout the Summer months. The next scheduled tournament will be held at the Medinah Country Club on June 13.

### Emms Now with Kirk

Walter R. Kirk, Inc., has appointed David M. Emms, formerly with the Kraft Cheese Company, as general sales manager. The company is planning an extensive advertising campaign in the near future.

### Hazel-Atlas Office Moved

The Hazel-Atlas Glass Co., represented in Chicago by G. M. Van Kirk & Associates, has moved into more spacious headquarters, and is now located in the Builders building at 228 North La Salle street.

## Circulars, Price Lists, Etc.

**Dorothy Gray Co., Ltd., New York.**—*"Why? Answered by Dorothy Gray."*—The company has published a new sales manual which should go a long way toward filling a great want in the toilet goods industry—that of educating sales people in the properties, uses and virtues of the products they sell. The book goes with great detail into skin structure and functions, so that each girl may become equipped with specific knowledge of all disorders and their remedies. It answers why every skin trouble occurs; tells why each Dorothy Gray preparation has been created and why each recommendation achieves results. Pointing out that the four fundamentals for beauty are pore-deep cleansing, thorough lubrication, vigorous stimulation and adequate protection of the skin, the book treats each thoroughly and describes the properties of the preparations intended for each. The subject matter is clear and concise, and accompanying charts showing the structure of the skin aid in providing a complete understanding of the subject. The book is printed in mimeograph form, contains 42 pages and is edited by Anne Harris, of the Dorothy Gray Educational Department.

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**J. L. Hopkins & Co., New York City.**—*Market Report on Foreign and Domestic Botanical Drugs.*—This four-page folder reports on the markets for a number of crude drugs in interesting fashion. Included are reports on precipitated chalk, gum guaiac and Roman chamomiles. It is excellently printed, and the back page is devoted to a special letter entitled, "Recommended—A Moratorium on Prophets."

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**Metropolitan Life Insurance Co., New York.**—*Index to Economic Reports.*—For many years the company has assisted the business community by compiling and issuing from time to time useful information regarding the conduct of business and various problems connected with industrial enterprises. These bulletins and economic reports now number more than 500. They have been completely indexed by title and also in part by summary in the present booklet. Interested executives may secure copies of the index and of the various publications listed in it by applying to the company's New York office.

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**Fritzsche Brothers, Inc., New York.**—*Wholesale Price List.*—This is the regular monthly price list of essential oils, aromatic chemicals and specialties issued by the company for many years.

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**Synfleur Scientific Laboratories, Inc., Monticello, N. Y.**—*Monthly Bulletin, No. 25.*—This attractive bulletin is printed in three colors and will be mailed in a few days. It contains many manufacturing suggestions for the use of Synfleur products.

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**Neumann-Buslee & Wolfe, Inc., Chicago.**—*Wholesale Price List.*—The company's regular price list dated May 1 contains current prices of raw materials for manufacturers of soaps, perfumes, toilet specialties, extracts, etc., which it supplies.

**Martha Mathilda Harper, Inc., Rochester, N. Y.**—*"Harper Method Progress."*—With the May issue, "Progress" appears in new dress and in the future will be published monthly instead of every two months as heretofore. The new form is 8½ x 11 inches, and is made up in modern magazine fashion. In this issue, which contains 16 pages, there are a number of business building articles for followers of the "Harper Method," as well as discussions of Harper fashion trends for the month and ways and means for promoting these trends to the individual shops. The organ is a valuable connecting link between the home office and "Harperites" in the field.

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**Rossville Commercial Alcohol Corp., New York and Lawrenceburg, Ind.**—*Rossville Alcohol Talks, No. 99.*—"Alcohol and Astronomy" is the subject of the April issue of this interesting booklet. The theme is timely, for, as the booklet states, world wide attention will be drawn to astronomy this year by the Century of Progress Exposition at Chicago. The booklet tells how the light from *Arcturus*, that bright star which appears in the constellation of Bootes in Spring and Summer, will be "harnessed" to furnish light and power for the Exposition. It also traces the history of astronomy and the development of the telescope and the part which alcohol plays in the infinite care and exactness required in the production of the latter.

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**Armstrong Cork & Insulation Co., Lancaster, Pa.**—*Modern Closures for Modern Packages.*—Brief and to the point articles, chock-full of ideas for the packager, feature the April issue of this house organ. Numerous illustrations, showing the closures made by the company, are presented attractively.

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**General Plastics, Inc., North Tonawanda, N. Y.**—*Closure News.*—The May issue of this newsy little folder contains several pithy items on molded packages and closures and suggestions for the use of "Durez" in modern packaging. In fact there was so much news for this issue that the usual designer's biography feature had to be postponed until next month.

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**Modern Magazines, New York City.**—*"The Dellegram," April, 1933.*—This issue, entitled "The Modern Reader and Her Home," consists of a survey of automobiles, electrical appliances and various grocery purchases, including laundry soaps, recently conducted among its readers. Copies may be secured by applying to Modern Magazines, 100 Fifth avenue, New York.

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**French Chamber of Commerce of the United States, New York.**—*Yearbook.*—The 1932-1933 edition of this annual is in itself a complete service for business firms having connections in France. It differs somewhat from the previous year's edition in that it contains two sections one printed in English and the other in French. Included in the book, which contains 340 pages, is a list of members of the French Chamber of Commerce, classified as to their type of business; tables showing the foreign trade of France with the United States; tables showing the rates of French customs tariffs; a complete explanation of the for-

malities to be fulfilled and taxes to be paid by American firms upon establishment in France, and a guide to tourists, entitled "Travel Tips," which provides the tourist with every conceivable bit of information he may need if contemplating a visit to that country. The "Yearbook" should prove of great reference value to manufacturers, exporters and importers in both countries.

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**Phoenix Metal Cap Co., Inc., Chicago.**—"The Flame."—Baseball is the central theme of the May number of this striking magazine. The lead article is devoted to the national pastime, and on another page is printed the immortal "Casey at the Bat." Editor "Hig" provides a few innovations, however, and the mighty Casey does not fan the breeze with his third swing. There are also articles on packaging and other pertinent subjects beautifully illustrated.

### New Incorporations

**Accrual Sales Corp.,** cosmetics; 200 shares common stock. **Hascal T. Avery,** 370 Sanford avenue, Flushing, N. Y.

**Glebeas Sales Corp.,** 154 West 18th street, New York, cosmetics; 10 shares no par value stock.

**Jay Bee Syrup Co., Inc.,** syrups, extracts; \$5,000. **Abraham Silver,** 305 Broadway, New York.

**Universal Manufacturers Distributors Corp.,** cosmetics; 250 shares common stock. **Albany Service Co.,** 315 Broadway, New York.

**Oliver Chemical & Soap Sales Corp.,** 507 Fifth avenue, New York, cosmetics; 100 shares no par value stock.

**Hollywood Laboratories, Inc.,** cosmetics; 200 shares common stock. **Charles Altman,** 475 Fifth avenue, New York.

**Stavis Process Co., Inc.,** soaps, candles, glycerine, perfumes; 100 shares common stock. **Levisohn, Niner & Levisohn,** 366 Madison avenue, New York.

**Evilo Products, Inc.,** perfumes, cosmetics; 100 shares common stock. **Max Burstein,** 6 Murray street, New York.

**Mercier, Inc.,** 113 West 18th street, New York, drugs, perfumes; \$10,000.

**Hirsch Pharmaceutical Co., Inc.,** hair tonics, patent medicines; 100 shares common stock. **Samuel Newfield,** 24 Broadway, New York.

**F. Millot, Inc.,** 19 West 18th street, New York, cosmetics; \$1,000.

**Products Manufacturing Co., Inc.,** 120 Broadway, New York, cosmetics; \$1,000.

**L. T. Piver Laboratories Corp.,** 118 East 16th street, New York, cosmetics; \$2,000.

**Manhattan Soap Sales Corp.,** 244 Madison avenue, New York, soap; \$10,000.

**Perfumes of India, Inc.,** perfumes; \$10,000. **David L. Wolfson,** 26 Court street, Brooklyn, N. Y.

### Makes Use of Magazine

*John Hancock, Merrick, N. Y.*

Kindly accept my check for \$3 for which you will please continue my subscription to THE AMERICAN PERFUMER for one year. I certainly have enjoyed the full use of your magazine for the past year.

## Business Records

### Bankruptcy Schedule

**Louis K. Liggett Co. (Massachusetts Corporation),** operating chain of drug stores, 41 East 42nd street, New York. Liabilities, \$8,616,355; assets, \$8,694,181. main items being stocks in the stores operated by the company corporation, \$5,167,465; cash on hand and in banks, \$1,083,333; fixtures in the stores, \$617,481; accounts, \$612,275. The principal indebtedness of the corporation is on a \$4,000,000 bond issue floated through the Chase National Bank, as trustee, and Kidder, Peabody & Co., sinking fund agents, \$3,418,840. Principal trade creditors listed are United Drug Co., \$1,203,000 (notes) and \$1,090,966 (open account); American Tobacco Co., \$163,742; R. J. Reynolds & Co., Inc., \$55,902; Charles H. Phillips Chemical Co., \$33,808; Parke, Davis & Co., \$35,428; Peasodent Co., \$30,188; Bayer Co., \$35,054; Coty, Inc., \$19,481; Gillette Safety Razor Co., \$119,197; Lambert Pharmacal Co., \$31,498; Lever Brothers Co., \$30,498; P. Lorillard Co., \$23,022.

### Petitions Filed

**Delaware Cosmetics, Inc.,** 72 Fifth avenue, New York. Liabilities, \$215,543; assets unknown. **Andrevan, Inc.,** is listed as a creditor for \$213,064. The latter company is a holding company of which Delaware Cosmetics, Inc., was a unit. **Marinello Corp.,** which recently was reorganized and incorporated in New York State, is another unit of Andrevan, Inc. An official of Andrevan, Inc., stated there are no claims against Delaware Cosmetics, Inc., by firms outside the Andrevan organization.

**Conti & Co.,** cosmetics, 75 West street, New York. Liabilities, \$9,277; assets, \$6,130.

### Petition Filed Against

**Mayfair Preparations,** 1133 Broadway, New York, by **Jay H. Schmidt** on a claim for \$576. Members of the firm are listed as **Frank Ewald** and **Benjamin Farber.**

### Assignment

**Allen Browner (Valcouth Cosmetic Shops),** perfumes, etc., at 240 Fifth avenue, New York, has assigned to **Harold Forstener.**

### Composition Confirmed

**Lionel Trading Co., Inc.,** toilet goods, 206 West 57th street, New York.

### Two Definitions

A prominent purchasing official in the toilet goods industry is responsible for the two definitions given below. "Cleverly confusin'," we call 'em.

"A specialist is one who knows a good deal about a very little, who goes along knowing more and more about less and less, until finally, he knows practically everything about nothing:

*whereas*

A purchasing agent is one who knows a very little about a great deal, and keeps on knowing less and less, about more and more, until finally, he knows practically nothing about everything."



# Canadian News and Notes

WHAT was virtually a new budget taxation schedule was submitted to the House of Commons when Finance Minister Edgar N. Rhodes moved amendment to almost every taxation item presented to the House in the budget sheet of March 21. Toilet soaps, instead of being taxed at 10 per cent, will be taxed at 5 per cent; shaving soaps, creams and other toilet articles are 10 per cent.

When the proposed reduction in the tax on perfume spirits was drawn to the attention of A. R. Poole, vice president of Pinaud, Ltd., Toronto, all that he would say, was: "We are thankful at least to the extent of the reduction. All I wish to say is that the direction is right."

The director of a large soap and cosmetic manufacturing firm in Toronto said that the price of toilet soap was not advanced when the tax of 10 per cent was levied, and he saw no reason why it should be reduced because of the reduction in the tax. The price of shaving soap would not be advanced, he said.

Wholesale drug people declare the rating of shaving soaps and creams as taxable at 10 per cent leaves the former duty impost in effect. Reduction in the tax of toilet soap would not benefit the trade much, it was felt, the retailers still bearing the burden of the taxation as originally imposed.

Spirits used in the manufacture of perfume will pay a tax of \$1.50 per gallon instead of the \$2.50 proposed when the budget was first brought down. The change on the tax in perfume spirits was the only one, however, the tax of \$2.50 per gallon on spirits used in the manufacture of patent medicine, extracts, essences and pharmaceutical preparations standing.

Previous to the budget the duty on pharmaceutical spirits was \$2.40, \$2.42 and \$2.43 per gallon, according to classification, while now the flat rate of \$2.50 per gallon will cover all.

Excise officials may be obliged to give a ruling as to whether certain soaps used for both toilet and laundry purposes must pay the new 5 per cent tax on toilet soaps, it was stated here. Officials consulted about the taxing of soap used for both toilet and laundry purposes said that the decision in these cases would be an administrative matter. Each brand would be judged on its merit. It was considered here to be a possibility that most of these dual purpose soaps would be subjected to the 5 per cent tax as most of them were advertised as toilet soaps. This fact, it was believed, would be a heavy factor in making these soaps taxable. The budget resolution gave no definition of what is, or is not, a toilet soap, so that it is up to the excise heads to decide.

## Lyman Reorganizes Toronto Office

Lyman Agencies, Ltd., with headquarters in Montreal, is retaining only an office in Toronto after June 1. Miss Ferrier, who has been associated with the company since it opened in Toronto, will be in charge, with the detail work in this territory being looked after by A. M. Knight, Western representative, and the other salesmen working from the Toronto office. Emergency stocks of the best selling agency lines will be carried for the convenience of the trade as has been the case in the past. For some years a warehouse as well as an office has been maintained, but as the company now has many lines and shipments are constantly being made to the leading wholesale houses in Toronto the local warehouse has not the advantages it formerly had. Lyman Agencies, Ltd., has been appointed to represent Sparklets, Ltd., London, England, exclusively in Canada.

## Canadian Perfumers Plan Convention

Plans are rapidly being matured for the annual convention of the Canadian Perfumers and Manufacturers of Toilet Articles which will be held at Lucerne, Quebec, June 6 and 7. The scene of the convention will be an exclusive club in the Canadian woods. Golf, swimming and tennis as well as fishing will be available to the members, and the club will be closed to all excepting the association during the two days of the meeting. Very moderate charges have been arranged for, and it is expected that this year's convention will be one of the most representative and best that the association has held. More definite plans and arrangements will be announced in the near future.

## Nyal Bowling Season Ended

Another enjoyable bowling season ended here when the Nyal Bowling Club of Toronto finished its Winter period with a successful "At Home" at the Parkdale Canoe Club recently. The dinner and dance were well up to expectations, thanks to the activity of the committee, and everyone who attended had a good time.

The genial Cliff Marshall proved a superb master of ceremonies, and he was rendered able assistance by Sid Dyer and Bill Hartley who has been secretary for a number of years. Tribute was paid to Mr. Hartley's services during the program. Every lady present was presented with a handsome souvenir. Mr. Hartley presented the prize to a "champion of champions," as he termed W. W. Stephens, managing director, Drug Trading Co., Toronto. About 150 Nyal druggists and their friends were present to enjoy what was voted one of the most successful social events of the season. Included in the guests were W. W. Stephens, Drug Trading Co.; W. C. A. Moffatt, *Drug Merchandising* and *THE AMERICAN PERFUMER*; A. C. Deverall, *Frederic Stearns*; E. Robins, *Palmer's, Ltd.*; Harold West, *Schaeffer Ross Co.*; W. F. Dyer, *Nyal Co.*; and F. A. Jacobs, secretary of the O.R.D.A.



A. R. POOLE

### Toronto Rexall Wins Trophy

The Toronto Rexall No. 1 five pin bowling team won the Jones Box & Label Co. challenge trophy which is emblematic of the Ontario championship for druggists and drug travelers at the annual tournament held at the Arcade Bowling Alleys in London, Ontario. Twenty-nine teams from points scattered between Ottawa and Windsor competed. The Toronto Rexall team defeated Ottawa in the finals in three straight games. In the semi-final games, London T.M.A. was eliminated by Ottawa and the London Drug Team No. 3 lost to the Toronto Rexalls.

A consolation trophy also donated by the Jones Box & Label Co. was captured by the Toronto T.M.A. No. 2 which won from Toronto Rexalls No. 2 in two games out of three. The individual gold medal for high three-game score was won by W. H. Kirk, of Toronto T.M.A., with a score of 766. Silver medal was won by F. Capitano, London apprentice, who rolled 762.

Following the tournament a banquet was held at the Hotel London at which the new champions received congratulations and presentations were made. Fred Huffman acted as chairman, with C. Linton Jones, of the Jones Box & Label Co., as guest of honor.

### Plan O. R. D. A. Convention

A message from George W. Gerrie, publicity manager for the O.R.D.A. convention to be held in June, gives the following announcement: "The retail druggists of Hamilton are sending warning to the effect that if you do not arrange to attend the convention in Hamilton on June 12 and 13, you will miss the biggest and best convention ever planned.

"We are burning the midnight oil planning for your entertainment, and if we miss anything you can tell us about it when the convention is over. There will be golf, picnics, banquets, dances and real snappy, helpful business sessions. We are going to crowd a full week into two days so get 'convention conscious' at once. This is just a little reminder that the big event is on, and how."

### Governor-General Inspects Lever Plant

The Earl of Bessborough, Governor-General of Canada, paid an informal visit recently to the plant of Lever Bros., Ltd., Eastern avenue, Toronto, where he inspected the many processes in the manufacture of its complete line of products. His Excellency was welcomed by president P. P. Tyler and the directors, J. Millar, G. M. Bertram, G. N. Bull and A. E. Fraser. After viewing a well arranged display of products, the Governor-General was escorted around the factory, and showed great interest in every process, from the pan room where soap is boiled in large kettles, right down to the wrapping and packing department.

### To Absorb Cosmetic Tax

Norman S. Wright & Co., Toronto, distributors for Potter & Moore's "Mitcham Lavender," announces that the manufacturers of these toilet and beauty specialties will absorb the 10 per cent cosmetic tax recently imposed.

"When the 6 per cent sales tax was imposed last year," says Walter E. Roberts, sales manager of Nor-

man S. Wright & Co., "Potter & Moore absorbed that tax. We hear a great many comments about what different manufacturers' policies will now be, and, of course, every manufacturer will decide his own policy. The decision of Potter & Moore is to absorb the 10 per cent cosmetic tax as well as the 6 per cent sales tax."

### National Oil Products in Canada

National Oil Products, Inc., one of the world's largest concerns in its field, has decided to make a test of the Canadian market by introducing one of its many products, "Admiracion." This soapless shampoo which has been extensively advertised in the United States is said to be different from anything now on the market. Canadian representatives are Wellman Sales, Ltd., Toronto. The product is the result of much exhaustive experimentation.

### An Exhibition of Waste

Few people stop to realize the amount of valuable material which is constantly being wasted in the home, office and workshop. The "Exhibition of Waste" recently shown in Paris demonstrated very impressively the extent of this perpetual squandering. Stands were heaped high with all the common forms of waste, such as pencil ends, blotting paper, carbon paper and other office accessories, and these made a formidable array. Indeed, the most careless Parisian office boy could hardly have failed to have been awed by such a thorough revelation of his own misdeeds.

The guilty visitor was made to realize that in his hands, gas, electricity, water and also soap are wantonly wasted. Although few leaders in the detergent industry are at present anxious to curtail waste of soap, it is perfectly true that a very high percentage of costly toilet soap never performs its useful function. Delicately perfumed tablets often lose their charming fragrance when kept in a damp bathroom, or sacrifice a good proportion of their substance in wet, slimy containers and holders.

The French organizers of this unusual exhibition stressed the insidious growth of waste in all walks of life. They showed that if everybody gets ready to depart from office or factory five minutes before time, vast sums are lost to industry. A well known European economist who visited the exhibition expressed the view that waste is frequently a blessing in disguise. He stated that if all materials were carefully husbanded, it would mean an enormous loss to productive industry. This is quite easy to realize in the case of soap, and if one tablet was made to last as long as one and a half tablets, then manufacturers would quickly organize a counter exhibition showing the benefits of waste.

### Leverhulme Again Heads Engineers

Viscount Leverhulme has been re-elected president of the Institution of Chemical Engineers of Great Britain. He is governor of Unilever, Ltd., and of Lever Bros., Ltd., Port Sunlight. Presiding at the recent annual dinner of the Institution, in referring to scientific problems, he caused laughter by observing that the link between pure science and industrial science was not a missing one.

## A.M.T.A. Convention Report

(Continued from Page 108)

his address are quoted in the "box" accompanying this report.

### Committee Reports

The formal committee reports of standing and special committees were read by title and ordered printed in the minutes. These committees included those on Domestic Production of Floral Oils, Tariff, Odorgraphia and Research, Membership, Finance, Transportation, Importations, Trade Marks and Patents. The report of the Odorgraphia committee was presented in the form of eight completed data sheets on the standards of certain synthetics and a brief introduction which reported the committee at work on colors for cosmetics.

### Election of Officers

The nominating committees reported slates for officers and executive board, both associate and active members, and the secretary was instructed by motion to cast one ballot for the slate which is shown in the "box" on the first page of this report.

The committee on resolutions in addition to the trade practice resolution already reported, moved the adoption of the following resolutions which was done by unanimous vote:

#### Resolution on Deceased Members

*Whereas*, since the last meeting of our Association, we have lost by death the following named members:

##### Active Members

Bayard W. Bennett, Oxzyn Co.  
Gilbert Colgate, Colgate-Palmolive-Peet Co.  
William R. Heath, Larkin Co Inc.

##### Associate Members

Charles H. Alker, Orbis Products Trading Co.  
Frank W. Armstrong, American Can Co.  
Samuel J. Carr, Carr-Lowrey Glass Co.  
P. R. Dreyer, P. R. Dreyer, Inc.  
Frank J. Gorse, Scovill Manufacturing Co.  
Frederic M. Harrison, U. S. Industrial Alcohol Co.  
Frank J. Lynch.  
Albert G. Robinson, U. S. Industrial Alcohol Co.

*Therefore be it resolved*, that this Association keenly feels the loss of their counsel, friendship and support, and extends to their families and the companies with which they were connected, the expression of its deepest sympathy, and be it further

*Resolved*, that this resolution be spread upon the minutes of the Association and that copies be sent to the families of the deceased and to the companies with which they were connected.

#### Resolution on Repeal of Excise Taxes

*Whereas*, the manufacturers' excise taxes, including the impost on toilet preparations, as predicted by the witnesses representing this Association who appeared before the Ways and Means and Finance Committees, have fallen far short of the estimates made by the Government at the time of their adoption; and

*Whereas*, in the assessment and collection of these taxes many hardships have been suffered by manufacturers because of the difficulties encountered by the

officials of the Internal Revenue Bureau in properly construing the provisions of the law, therefore be it

*Resolved*, that the Associated Manufacturers of Toilet Articles, in annual convention assembled, hereby urgently requests Congress to repeal these excise taxes even if it is necessary for revenue purposes to enact a small general sales tax to make up the deficit; and be it further

*Resolved*, that copies of these resolutions be forwarded to the Commissioner of Internal Revenue and to the Chairmen of the Ways and Means Committee of the House and the Senate Finance Committee.

#### Resolution on Capper-Kelly Bill

*Whereas*, the so-called Capper-Kelly honest merchandising bill, in an entirely new dress as an amendment to the anti-trust laws, has been reintroduced in Congress and is now pending before the Senate and House Judiciary Committees; and

*Whereas*, the change in form of this important measure has been heartily endorsed by a large part of the business community; and

*Whereas*, by framing the bill as an amendment to the anti-trust laws, thus permitting its reference to the Judiciary Committees of the two houses instead of the Committees on Interstate Commerce, its authors are in position to take advantage of a very strong feeling in and out of Congress that the anti-trust laws are in serious need of amendment in the interest of a commercial revival; and

*Whereas*, the Capper-Kelly bill is designed to encourage fair competition and its enactment will do much to lift the country out of the depression for which ruthless and unrestrained competition is largely responsible; therefore be it

*Resolved*, that the Associated Manufacturers of Toilet Articles, in annual convention assembled, hereby reiterates its endorsement of this legislation and pledges its membership to renew their activity in the interest of the modified bill to the end that this much-needed legislation may be placed upon the statute books at the earliest possible moment; and be it further

*Resolved*, that copies of these resolutions be forwarded to the Chairmen of the Senate and House Judiciary Committees.

#### Resolution on Postal Rates

*Whereas*, the three-cent per ounce rate of postage on first class mail matter having failed to prove remunerative, the Postmaster General has recommended to Congress the restoration of the two-cent rate on drop letters and has asked that the President be authorized in his discretion and at any time prior to July 1, 1934, to restore the two-cent rate on all first-class matter; therefore be it

*Resolved*, that the Associated Manufacturers of Toilet Articles, in annual convention assembled, hereby urges upon the President and Congress to restore the two-cent rate on all first-class mail at the earliest practicable date; and be it further

*Resolved*, that copies of this resolution be forwarded to the President of the United States and to the Chairmen of the Senate and House Post Office Committees.

#### Resolution on Advertising Work

*Whereas*, the Associated Manufacturers of Toilet

Articles have entered upon a program looking toward the elimination of unfair trade practices in the advertising and selling of toilet articles, and

*Whereas*, the publishers of important women's magazines and several leading advertising agencies have cooperated in a campaign of publicity to acquaint the public with some of the evils of substitution in the sale of merchandise, now therefore be it

*Resolved*, that the Associated Manufacturers of Toilet Articles recognize the importance of the cooperation of these magazines and advertising agencies and the valuable aid to their program thus offered, and hereby commend them for their help and pledge their support in the continuation of this work, and be it further

*Resolved*, that a copy of this resolution be forwarded to each of the publications and advertising agencies thus cooperating.

#### **Resolution on Retention of Commissioner James M. Doran**

*Whereas*, Dr. James M. Doran, one of the most experienced officials of the Treasury Department and Chief of the Bureau of Industrial Alcohol since that office was created by law, has administered his bureau in such a manner as greatly to benefit all the alcohol-using trades and especially to assist the members of the Associated Manufacturers of Toilet Articles in the solution of their technical problems and in the truest sense of the words to become our "guide, philosopher and friend"; and

*Whereas*, pursuant to the change of administration in Washington it is always possible that an official, however deserving, may be superseded or transferred to a post in which his knowledge and abilities may be of less value to the business community; therefore be it

*Resolved*, that the Associated Manufacturers of Toilet Articles, in annual convention assembled, hereby expresses the hope that the new Administration will retain Dr. Doran in his office as Commissioner of Industrial Alcohol, with that degree of independent authority to which his proven capabilities and scientific attainments entitle him; and be it further

*Resolved*, that a copy of this resolution be forwarded to the President of the United States and to the Secretary of the Treasury.

#### **Resolution of Thanks to Dr. Doran**

*Whereas*, Dr. James M. Doran, Commissioner of Industrial Alcohol, by the wise policy pursued by him in the enforcement of his bureau, has greatly benefited the users of industrial alcohol; and

*Whereas*, Dr. Doran has frequently delivered before our convention addresses both interesting and instructive, therefore be it

*Resolved*, that the thanks of the Associated Manufacturers of Toilet Articles, in annual convention assembled, are hereby tendered to Dr. Doran, and be it further

*Resolved*, that a copy of these resolutions be forwarded to Dr. Doran.

#### **Resolution on Washington Representative and Counsel**

*Whereas*, W. L. Crounse, our Washington represen-

tative, and Abel I. Smith, our counsel, during the past year have continued to give the Association their loyal and conscientious service and have by their watchfulness, protected and furthered the interests of our membership, therefore be it

*Resolved*, that we tender to Mr. Crounse and Mr. Smith our sincere thanks and appreciation.

#### **Resolution on "The American Perfumer"**

*Whereas*, THE AMERICAN PERFUMER throughout the past year has again devoted much valuable time and space to the interests of our industry and especially to the general welfare of the Associated Manufacturers of Toilet Articles in the dissemination of useful information, therefore be it

*Resolved*, that this Association expresses its hearty appreciation of the enterprise and public spirit shown by THE AMERICAN PERFUMER and tenders to that journal the hearty thanks of the Association and to its staff, particularly the publisher, Louis Spencer Levy, William Lambert and S. L. Mayham.

#### **Resolution on President Bertram**

*Whereas*, president H. H. Bertram has directed the activities of the Association with great skill and marked diplomacy throughout the past year and has secured an unusual measure of cooperation from our members, which has added greatly to the efficiency of our organization, therefore be it

*Resolved*, that this Association in appreciation of Mr. Bertram's services extends to him a cordial vote of thanks and deep regret at his resignation.

#### **Resolution of Thanks to the Proprietary Association**

*Whereas*, the Proprietary Association and E. F. Kemp, its secretary, have been so helpful in cooperating with us and in their services to us, therefore be it

*Resolved*, that the thanks of our Association be extended to the Proprietary Association and especially to E. F. Kemp.

#### **Resolution of Thanks to the Entertainment Committee**

*Whereas*, the present convention of our Association has proven one of the most profitable in the history of the Association; and

*Whereas*, our Entertainment Committee and its chairman have given much time and effort to provide for the pleasure of our members and guests, therefore be it

*Resolved*, that the thanks of our Association be extended to the chairman of the Committee and his associates for their efforts in our behalf.

#### **Resolution of Thanks to the Waldorf-Astoria Hotel**

*Whereas*, the manager and staff of the Waldorf-Astoria hotel have shown both diligence and courtesy in looking after the welfare and comfort of the members of the Associated Manufacturers of Toilet Articles in attendance upon this convention, therefore be it

*Resolved*, that the thanks of this Association are hereby tendered to the Waldorf-Astoria Hotel and its staff who have done so much to make this meeting a notable success.



## Resolution on Drug Trade News and Toilet Requisites

Whereas, *Drug Trade News* and *Toilet Requisites* throughout the past year have given us their co-operation and effort to better our industry, therefore be it

Resolved, that we extend to them the same thanks that we do to THE AMERICAN PERFUMER, especially Jerry McQuade, Daniel Rennick, Fred Pope and James Doherty.

## Thanks to President Smith

A rising vote of thanks was proposed and carried for president Cecil Smith for the excellent work which he has done in carrying on as interim president since the resignation of former president Bertram.

## Entertainment Features

The entertainment program as usual bulked large in the proceedings of the convention. Opening with luncheons at each of the business sessions of the meeting, it was continued without interruption right up to the close of the convention, and the greatest possible credit should be given to chairman L. R. Root and his associates on the committee: E. W. King, W. C. Young, C. E. Kelly, A. C. Burgund, Charles Fischbeck, B. J. Gogarty, Edmund Hoffman, P. W. Hyatt, W. E. Klaas, E. M. Kaylor, W. P. Murray, H. C. Seaman and Karl Voss.

The first evening was given over to the annual theatre party and supper dance. Buses conveyed the members to the Majestic theatre where the current musical success "Strike Me Pink" was enjoyed and immediately thereafter back to the Waldorf where an excellent supper and orchestra had been provided, and dancing was enjoyed until an early hour.

The banquet on Thursday evening was a great success. Not only was the menu excellent, but a floor show of several acts was presented which was enthusiastically received. The feature of the banquet was the presentation of the Richard A. Hudnut Medal for outstanding service to the industry. This by unanimous vote went to H. Henry Bertram, formerly president of the association and now associated with the retail trade as buyer of toiletries for Frederick Loeser & Co., prominent Brooklyn department store. President Smith presented the medal with a brief and pleasant speech, and Mr. Bertram bowed his acceptance to deafening applause. After the banquet the party adjourned to the grand ballroom of the hotel where dancing continued through the evening. Handsome souvenirs for both ladies and gentlemen were provided again, that for the ladies being in the form of a traveling clock in leather case and for the gentlemen a decanter set in brown glass. The menus for the banquet in the form of jig saw puzzles were particularly interesting and attractive, and the large assortment of favors and noise makers added to the gayety of the occasion.

The committee has asked us to make acknowledgment of special services to the following: Karl Voss Corp., Division of Shoup-Owens, Inc., for menus; Lorscheider-Schang Co., and F. N. Burt Co., Ltd., for paper boxes; Swindell Brothers for men's souvenirs; Scovill Manufacturing Co., for special men's favors; U. S. Industrial Alcohol Co., for tickets to the Chrysler

Building tower which were available throughout the week; and to Brass Goods Co. and Rossville Commercial Alcohol Co., for special assistance in the pre-convention work.

## Present at the Convention

### Active Members

Allied Products, Inc. ....	New York City
A. D. Henderson, W. Van Alan Clark, J. A. Ewald, W. J. Alley	
Elizabeth Arden, Inc. ....	New York City
T. J. Lewis	
A. P. Babcock Co. ....	New York City
Harold W. Thorn, H. H. Bertram	
Blasco Perfumer ....	Brooklyn, N. Y.
Gaston J. Block	
Bliss Laboratories, Inc. ....	New York City
Felix Levy	
California Perfume Co. ....	New York City
A. D. Henderson, W. Van Alan Clark, J. A. Ewald, W. J. Alley	
Colgate-Palmolive-Peet Co. ....	Chicago, Ill.
J. G. McNary, Alice P. Glasson	
Crystal Corp. ....	New York City
Myram Picker, Sidney Picker	
Max Factor & Co., Inc. ....	Hollywood, Calif.
Davis Factor, Frank Factor, Perc Westmore	
Guerlain, Inc. ....	New York City
Bernard d'Escayrac	
Houbigant, Inc. ....	New York City
A. Wick, H. L. Brooks, J. Manoha	
Jaciel Perfumers, Inc. ....	New York City
Chas. W. Dorn	
Andrew Jergens Co. ....	Cincinnati, Ohio
J. D. Nelson	
Lehn & Fink Products Co. ....	Bloomfield, N. J.
W. H. Gesell, J. M. Van Horses, Dorothy Cocks	
Leigh Chemist, Inc. ....	New York City
R. C. Vaughn	
Lever Bros. Co. ....	Cambridge, Mass.
William Phillips	
Lightfoot Schultz Co. ....	Hoboken, N. J.
W. L. Schultz	
Luxor, Ltd. ....	Chicago, Ill.
J. H. Will, W. D. McCoy	
Marinello Corp. ....	New York City
Everett G. McDonough	
Mennen Co., The ....	Newark, N. J.
William G. Mennen	
Ferd. Mulhens, Inc. ....	New York City
Richard Stern, Daniel J. Mulster, Martin Kaufman	
Ogilvie Sisters ....	New York City
Miss Clara Ogilvie, Miss Gladys Ogilvie, Miss Jessica Ogilvie, John H. Curry, Miss S. Harriet Silva	
Oxzyz Co. ....	New York City
A. H. Bergmann, F. A. Schwannecke, Harry B. Grubb, F. A. Bergmann	
Solon Palmer ....	New York City
Lubin Palmer	

- Dorothy Perkins Co.....St. Louis, Mo.  
K. R. Plessner
- Pond's Extract Co. ....New York City  
C. M. Baker, L. V. Young, R. A. Monteith
- Primrose House, Inc. ....New York City  
Geo. H. Voelker, G. H. Leigh
- Roger & Gallet .....New York City  
Paul F. Vallee, H. F. Dilzer
- Talcum Puff Co. ....New York City  
J. Rouss, Adrian S. Rouss
- United Drug Co. ....Boston, Mass.  
F. N. Langlois
- Northam Warren Corp. ....New York City  
Northam Warren, P. W. Marshburn
- The J. R. Watkins Co. ....Winona, Minn.  
Dr. E. G. Thomssen, H. S. Gensel
- The J. B. Williams Co. ....Glastonbury, Conn.  
Everett B. Hurlburt
- Allen B. Wrisley Co. ....Chicago, Ill.  
G. A. Wrisley
- Yardley & Co., Ltd. ....New York City  
Cecil Smith, Curtis Campaigne

#### Associate Members

- Agate Lacquer Mfg. Co. ....Long Island City, N. Y.  
A. N. Braun, W. W. Chace
- American Can Co. ....New York City  
Edmund Hoffman, Geo. F. Miller, H. F. Colcord, L. A. Trevisan
- American Commercial Alcohol Corp...New York City  
R. R. Brown, A. L. Opper, Frederick Steffens, Harry C. Eells, Alvin H. Dammig
- American Perfumers Laboratories ....New York City  
A. E. Mullen, Michael A. Ripp, Jr.
- Armstrong Cork & Insulation Co. ....Lancaster, Pa.  
S. L. Barnes, G. C. Coleman, Howard E. Wright, H. C. Seaman
- Art Tube Co., Inc. ....Irvington, N. J.  
Fred G. Rentschler, George Du Boff, Werner R. Rentschler
- Bond Mfg. Corp. ....Wilmington, Del.  
C. A. Tome
- Brass Goods Mfg. Co. ....Brooklyn, N. Y.  
Frank S. Hyatt, Paul W. Hyatt, Percy Brown, W. A. Demorest
- Bridgeport Metal Goods Mfg. Co....Bridgeport, Conn.  
R. N. Houlihan, I. L. Ferris
- F. N. Burt Co., Ltd. ....Buffalo, N. Y.  
H. C. Coppins, C. M. Boscowitz, H. H. Boscowitz
- W. J. Bush & Co. ....New York City  
R. S. Swinton, R. R. Webb, H. Gill
- Carr-Lowrey Glass Co. ....Baltimore, Md.  
W. R. Leach, A. F. Kammer, C. R. Hilgenburg, A. C. Burgund, P. G. Lloyd, P. deB. Scott.
- Antoine Chiris Co. ....New York City  
Louis Rapin, George H. Mann, W. W. DeFrees
- Compagnie Duval .....New York City  
F. W. Heine, C. A. Heine, F. H. Pittman
- Compagnie Parento, Inc. ....Croton-on-Hudson, N. Y.  
A. Doolittle, D. E. Picciano, E. C. Barton, V. G. Fourman
- Consolidated Safety Pin Co.....Bloomfield, N. J.  
A. I. Quackenbush, F. W. Webster, H. J. Sommerkamp, W. E. Klaas
- Continental Can Co., Inc.....New York City  
E. C. Ward, L. J. LaCava, W. P. Murray, H. J. Freeland
- DeVilbiss Co., The .....Toledo, Ohio  
F. L. Graham
- Dodge & Olcott Co. ....New York City  
H. G. Weicker, N. R. C. Fretz, C. H. Campbell, Chas. O. Homan, V. H. Fischer, R. B. Houk
- P. R. Dreyer, Inc. ....New York City  
F. C. Theile, E. Vetterlein
- Drug & Cosmetic Industry .....New York City  
Thomas Farrell, Frazier Sinclair, H. G. Kelbly, Elmer F. Sheets
- DuPont De Nemours Co., Inc., E. I...Wilmington, Del.  
George Bradshaw, A. G. Bruinier, A. Pillet, A. H. Moeller
- C. G. Euler .....New York City
- Florasynth Laboratories .....New York City  
Charles L. Senior
- Foxon Co. ....Providence, R. I.  
John Adrian
- Fritzsche Brothers, Inc. ....New York City  
A. D. Armstrong, C. F. Booth, J. H. McNamara, Dr. E. S. Guenther
- General Drug Co. ....New York City  
C. K. Wellenkamp
- Givaudan-Delawanna, Inc. ....New York City  
Dr. E. C. Kunz, M. Lemmermeyer, D. F. Lum (Chicago)
- Hagerty Bros. & Co. ....New York City  
Chas. E. Kelly, Joseph F. Kelly
- Hazel-Atlas Glass Co.....Wheeling, W. Va.  
Walter H. McClure, J. H. Majesky, A. F. Brady
- Heine & Co. ....New York City  
Theodor Schulze-Berge, C. E. Tompkins, A. L. Ritch, H. W. Ferguson
- Helfrich Laboratories of New York, Inc..New York City  
J. H. Helfrich, W. F. Zimmerman, F. C. Wilckens, A. J. Wilckens
- Innis, Speiden & Co. ....New York City  
Ernest C. Schmidt, Geo. B. Laing
- C. E. Ising Corp. ....Flushing, N. Y.  
Charles E. Ising, George H. Zirkel
- Richard M. Krause, Inc. ....New York City  
R. M. Krause, Sr., R. M. Krause, Jr.
- J. Landowne Co., Inc. ....New York City  
Joseph Landowne, Oscar Bloom

- Lautier Fils, Inc. ....New York City  
C. H. Bourguet, R. G. Rast
- Liberty Can & Sign Co. ....Lancaster, Pa.  
J. H. Braselman, N. P. Courtney, A. E. Bruns, G. A. Beatty
- Lorscheider-Schang Co. ....Rochester, N. Y.  
Frederick Schang, E. W. King
- George Lueders & Co. ....New York City  
E. V. Killeen, F. J. Lueders, H. W. Heister, James McKnight
- MacNair-Dorland Co. ....New York City  
Ira P. MacNair, Grant A. Dorland
- Majestic Metal Specialties, Inc. ....New York City  
N. Kasdan, J. Leshin, S. H. Corkran
- A. Maschmeijer, Jr., Inc. ....New York City  
Jules O. Vollbehre, A. O. Nelson, N. Mitchell
- M. Naef & Co. ....Geneva, Switzerland  
F. H. Ungerer, R. C. Watson
- New England Collapsible Tube Co. ....New London, Conn.  
W. K. Sheffield, C. E. Hemingway
- Norda Essential Oil & Chemical Co., Inc. ....New York City  
H. J. Kohl, W. H. Rowse, Wm. Schilling, Jr., A. Henriksen
- Owens-Illinois Glass Co. ....Toledo, Ohio  
Smith L. Rairdon, F. J. Solon, Paul Muller
- M. W. Parsons ....New York City  
Herbert Bye, J. H. Hall
- Peerless Tube Co. ....Bloomfield, N. J.  
Frederic Remington
- Perfumer Pub. Co. ....New York City  
L. S. Levy, Wm. Lambert, S. L. Mayham, J. H. Hughes
- Pope Pub. Co. ....New York City  
F. J. Pope, Jas. M. Doherty, Jr., C. R. Keeley, S. G. Swift
- John Powell & Co., Inc. ....New York City  
G. R. Rinke, John Powell, Robert C. Kelly
- W. C. Ritchie & Co. ....Chicago, Ill.  
L. Harold Brodrick
- Rossville Commercial Alcohol Corp. ....Lawrenceburg, Ind.  
E. A. O'Shaughnessy, James McInnes, Jr., B. J. Gogarty, J. L. Clark, F. C. Goldsborough
- E. N. Rowell Co., Inc. ....Batavia, N. Y.  
S. H. Corkran
- Sagamor Metal Goods Corp. ....New York City  
Geo. Gussoff, S. T. Morrison, F. W. Mahr, D. Brandenstein
- Salem Glass Works ....Salem, N. J.  
C. L. Lightfoot, E. J. Schuellein
- Geo. Schmitt & Co., Inc. ....Brooklyn, N. Y.  
Wm. H. Gunther, Wm. T. Campbell
- Scovill Mfg. Co. ....Waterbury, Conn.  
L. R. Root, G. G. Grant, E. J. Hemlock, R. L. McKnight, W. R. Allen, P. H. Young
- George Silver Import Co. ....New York City  
A. Delavigne, G. Varvat, A. E. Smith
- L. Sonneborn Sons, Inc. ....New York City  
Henry F. Copeland, H. C. Green
- Swindell Bros., Inc. ....Baltimore, Md.  
W. C. Young, Joseph B. Scott, Walter S. Nuckols, John R. Boyd
- Thurston & Braidich ....New York City  
J. Edward Young, Jr., James J. Sullivan
- The Tin Decorating Co. of Baltimore ....Baltimore, Md.  
Jules S. Smucker, Wm. H. Green
- A. M. Todd Co. ....Kalamazoo, Mich.  
Paul H. Todd
- Topics Pub. Co. ....New York City  
Dan Rennick, Elliott Odell, Chas. Mott, Philip Van Itallie, J. C. Henricks
- Ungerer & Co. ....New York City  
F. H. Ungerer, K. G. Voorhees, Chas. Fischbeck, Geo. V. Branigan, R. C. Watson, Geo. R. MacDonald, H. B. Moore, M. S. Butler
- U. S. Industrial Alcohol Co. ....New York City  
Glenn Haskell, A. F. Wortman, Paul Harrison, E. D. Slater, T. M. Bennett, Jr.
- van Ameringen-Haebler, Inc. ....New York City  
A. L. van Ameringen, Dr. Wm. T. Haebler, Carl Schaezter, Sidney Friend, J. A. Leonard, Frederick W. Stechmann, Jr., Charles A. Buckie
- Van Dyk & Co. ....New York City  
S. Isermann, M. Isermann, Georges Acuna
- Albert Verley, Inc. ....Chicago, Ill.  
D. A. Bennett, L. J. Zollinger
- Karl Voss Corp., Div. of Shoup-Owens, Inc.,  
Hoboken, N. J.  
Karl Voss
- Waterbury Paper Box Co., The ....Waterbury, Conn.  
H. T. Warren, F. L. Butz
- Jas. A. Webb & Son, Inc. ....New York City  
A. F. Wortman
- Wheeling Stamping Co. ....Wheeling, W. Va.  
A. W. Paull, A. W. Paull, Jr., Geo. K. Diller
- White Metal Mfg. Co. ....Hoboken, N. J.  
Stanley M. Rumbough, Hubert Richter, Eugene S. Lucas
- Whittaker, Clark & Daniels ....New York City  
Samuel H. Clark, H. G. Robinson
- Ralph W. Wilson ....New York City  
(Representing Klik-Tite Cap & Container Co.)
- A. H. Wirz, Inc. ....Chester, Pa.  
S. H. Corkran

#### Visitors

- Albany Corrugated Container Corp. ....Albany, N. Y.  
C. C. Nuckols
- The Apothecary ....Boston, Mass.  
L. C. Parsons
- The Ayer Co. ....Lowell, Mass.  
R. F. Lindquest

- Baldwin Laboratories .....Saegertown, Pa.  
H. A. Baldwin
- Belmay, Inc. ....New York City  
F. A. Jones, M. Sobel, George J. Tombak
- Brett Lithographing Co....Long Island City, N. Y.  
Lewis D. Zeidler
- Ferdinand Buedingen Co., Inc. ....Rochester, N. Y.  
W. John Buedingen
- Wallace A. Bush .....New York City
- Chain Store Age .....New York City  
James P. Gaglin
- Ph. Chaley, Inc. ....New York City  
Ph. Chaley, Dr. F. A. Kertess
- Francis Chilson .....New York City
- Citizen-Advertiser .....Auburn, N. Y.  
Wm. O. Dapping
- Christy Cosmetics Co. ....New York City  
Robert Christy
- N. Corotneff Lab. ....New York City  
N. Corotneff
- Eric Coupey .....New York City
- Daily Northwestern .....Oshkosh, Wis.  
O. J. Hardy
- Delineator .....New York City  
Dorothy Higgins
- Doraldina .....New York City  
Ann Ratigan, Mrs. H. E. Cronenweth
- A. T. Frascati .....New York City
- George G. Fries & Co. ....New York City  
George G. Fries
- The Glass Packer .....New York City  
Frank A. Haring
- Harry Hilfer .....New York City
- Hollywood Laboratories .....Toronto, Canada  
Hart D. Wintrob
- International Beauty & Barber Supply Dealers  
Association .....New York City  
Joe Byrne
- Mrs. Ruth Hooper Larison .....New York City
- Lentheric, Inc. ....New York City  
Miss Jill E. Jessee, W. Loesch
- The Lima News .....Lima, Ohio  
T. E. Wilson, L. S. Galvin
- J. Manheimer .....New York City  
J. Manheimer, I. Manheimer
- McCall's Magazine .....New York City  
John N. Sterling, F. L. Neaxim, Miss H. Fillmore
- J. Mero & Boyveau .....Grasse, France  
Eugene Muller
- Leo A. Murray & Co. ....New York City  
L. A. Murray
- National Collapsible Tube Co. ....Providence, R. I.  
L. H. C. Huntoon, H. R. M. Gordon
- Naugatuck Chemical Co. ....New York City  
B. T. Bush
- Mary Nolan .....New York City  
J. C. Nolan
- Oil, Paint & Drug Reporter .....New York City  
A. McCurdy
- Organic Products, Inc. ....Mamaroneck, N. Y.  
Arthur W. Mudge, C. A. Swan, George R. Wood
- Proprietary Association .....New York City  
Frank Blair
- R. F. Revson Co. ....New York City  
R. F. Revson
- Helena Rubinstein, Inc. ....New York City  
Henry C. Cole, Alexander J. Burke
- Schultz-Illinois-Star Co. ....Warsaw, Ind.  
Chas. T. Simpson, Stanley Lowen
- Stanco, Inc. ....New York City  
K. L. Patterson
- Arthur A. Stilwell & Co. ....New York City  
Herbert W. Farrell
- Joseph L. Stummer .....New York City
- J. Walter Thompson Co. ....New York City  
Wm. Resor, Edwin Jacobi
- United Drug Co., Ltd. ....Toronto, Canada  
John R. Kennedy
- Miss Florence E. Wall .....New York City
- Yardley & Co. ....Toronto, Canada  
Thomas McGillivray

#### Affiliates

- Charles S. Welch .....New York City
- W. L. Crounse .....Washington, D. C.
- Abel I. Smith .....New York City

#### New Waxes and Their Application

G. Friederichs (*Farben-Chem.*, 1932, 3, 413-416).—An account is given of the properties and various technical uses of new synthetic waxes. "Lanette" waxes consist mainly of mixtures of palmityl and stearyl alcohols. With an emulsifying agent they readily form aq. emulsions which can also stabilize aq. emulsions of paraffins, oils, fats, and other waxes: the palmitic esters can substitute spermaceti. Comparison of several waxes with carnauba wax and beeswax (vals. are tabulated) shows that the first possess higher m. p., d, acid, sap., and ester vals., but lower unsaponifiable content; "S" wax can substitute stearin in the manufacture of candles. Aq. dispersions or snow-white emulsions of monohydric alcohols which have high mol. wts. can be made with addition of soaps, turkey-red oil, or other emulsifying agent.—*British Chemical Abstracts*.



# Patent and Trade Mark Department

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Patents Granted

*Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.*

1,904,021. Apparatus for Producing Soaps. Hermann Weber, Dusseldorf, and Wilhelm Pape, Benrath-on-the-Rhine, Germany, assignors to Henkel & Cie Gesellschaft mit beschränkter Haftung, Dusseldorf, Germany.

1,904,364. Holder for cosmetics and the like. Giles C. Fullmer, Bridgeport, Conn., assignor to Bridgeport Metal Goods Manufacturing Co., Bridgeport, Conn.

1,904,739. Closure for containers. August F. Kroen, Beaver Falls, Pa.

1,905,936. Automatic pressure valve seal cap for collapsible tubes. James Jefferson Heard, Phoenix, Ariz.

1,905,994. Collapsible dispenser. James P. Burke, Wayne, N. J., assignor to Kept-Kapt, Inc., Knoxville, Tenn.

1,906,484. Soap preparation. Joseph Nuesslein,

Ludwigshafen-on-the-Rhine, Germany, assignor to I. G. Farbenindustrie Aktiengesellschaft, Frankfort-on-the-Main, Germany.

1,906,967. Lipstick holder. Rudolph N. Houlihan, Bridgeport, Conn., assignor to Bridgeport Metal Goods Manufacturing Corp., Bridgeport, Conn.

1,907,353. Collapsible tube. Gottfried Guenther, San Francisco, Calif.

1,907,424. Chemical composition. Paul Manning, West Springfield, Mass.

1,908,113. Closure. James P. Burke, Wayne, N. J., assignor to Kept-Kapt, Inc., Knoxville, Tenn.

1,908,132. Container for cosmetics and other small articles. Charles H. Duell and Edith E. Brisbane, New York, N. Y., and Douglas C. Clarke, Mountain Lakes, N. J., assignors, by direct and mesne assignments, to International Cosmetic Co., Inc., New York, N. Y.

1,908,584. Collapsible tube. Heinrich Weirich, Philadelphia, Pa.

## Designs Patented

89,737. Container cap. Spencer L. Barnes, Lancaster, Pa., assignor to Armstrong Cork Co., Lancaster, Pa.

89,750. Lipstick holder. Isaac L. Ferris, Bridgeport, Conn., assignor to Bridgeport Metal Goods Manufacturing Co., Bridgeport, Conn.

89,786. Bottle. William A. Nester, East St. Louis, Ill., assignor to Obea Nester Glass Co., St. Louis, Mo.

89,809. Closure cap or similar article. Louis A. von Till, Brooklyn, N. Y., assignor to Anchor Cap & Closure Corp., Long Island City, N. Y.

89,850. Box or similar article. Lucien Lelong, Paris, France, assignor to Lucien Lelong, Inc., Chicago, Ill.

## Trade Mark Registrations Granted

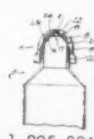
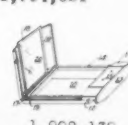
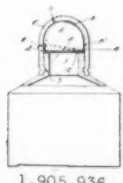
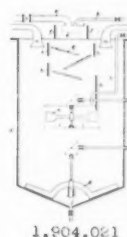
(Act of March 19, 1920)

*These registrations are not subject to opposition:*

M302,494.—Nassour Bros., Inc., Ltd., Los Angeles, Calif. (Dec. 31, 1931. Serial No. 332,624).—Cosmetics.

M302,495.—Siegelman Labs., Inc., Los Angeles, Calif. (Dec. 17, 1931. Serial No. 332,602).—Sunburn lotion.

## Patents



M302,496.—Peter W. Maloney, doing business as Dermatological Prescription Labs., San Francisco, Calif. (July 11, 1931. Serial No. 331,506.)—Skin preparations.

M302,503.—Superior Labs., Inc., Cleveland, O. (Jan. 19, 1932. Serial No. 323,595.)—Cosmetics.

M302,505.—E. R. Mansfield Co., Ltd., Los Angeles, Calif. (Jan. 1, 1910. Serial No. 323,141.)—Cosmetics.

M302,506.—Claremont Perfume Shop, Yonkers, N. Y. (Mar. 10, 1931. Serial No. 322,415.)—Toilet preparations.

M302,507.—Castilla Co., New York. (Mar. 1, 1931. Serial No. 320,140.)—Tooth soap.

M302,515.—Kunett & Co., Inc., New York. (Oct. 15, 1930. Serial No. 334,242.)—Cosmetics.

M302,970.—Probar Co., Orange, N. J. (Sept. 1, 1931. Serial No. 334,824.)—Cosmetic containers.

M303,146.—Erna Berent, doing business as Berent Labs., New York. (Jan., 1923; Serial No. 334,298.)—Cosmetics.

### Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

279,413.—Maas-Keefe Co., St. Paul, Minn. (Nov. 1, 1926.)—Essential oils for food flavoring.

307,578, 307,579.—Joseph Burnett Co., Boston, Mass. (Jan. 14, 1927; Nov. 5, 1929, respectively.)—Vanilla food flavoring extract.

## Trade Marks

NASSOUR'S  
**CASTILIAN**  
M 302,494

**BERENT**  
M 303,146

*Margie*  
319,253

*Admiración*  
332,097

**RIGAUD**  
334,023

**334,023**

**334,023**

**334,026**

*Parabola*

**335,117**

**EDENTO**  
335,180

**PERFECTOL**  
336,004

**GALLICOL**  
335,838

**BARDELLO**  
335,768

NEV-R-BURN  
M 302,495

**ADELE MILLAR**  
M 302,506

*Thodacha*  
324,091

**BLEND-ALL**  
332,225

*The Lady Charm*  
334,064

**DRI-TEX**  
334,872

**PEARLBRIGHT**  
334,998

**ZARVIS**  
334,939

*Parabola*

**40**  
335,118

**335,340**

**CHEVRON**  
335,595

**MAGICIA**  
335,542

**TUNSO**  
335,828

Reproduction of the following  
M 302,496

*Alone*  
M 302,506

**327,413**

**324,134**

**332,240**

**334,076**

*Mary Lamb*  
334,900

*Lady of Leisure*  
335,022

**FARNOLA**

**335,166**

**TWEETZOL**  
335,404

**LA-BRIGHT**  
335,556

**335,899**

Elaine  
Ellwood  
M 302,503

**FORT**  
307,578

**VI-VU**  
326,059

**333,244**

**334,078**

**All American**  
335,018

**Williams**  
335,045

**335,186**

**SINCO**  
335,369

**drift**  
335,735

**DULL finish**  
335,640

*Paula Lee*  
M 302,515

**DREADNAUGHT**  
307,579

*Symphonie*  
325,462

**FLEET**  
331,631 + 335,912

**333,273**

**Re-Ion**  
334,867

*Leila V. Jackson*  
335,026

**Cet-fre**  
335,193

**Lavalone**  
335,421

**335,535**

METALLIQUE  
M 302,490

**Barledent**  
317,187

**ILLUSION**  
312,897

**CANARY BRAND**  
327,297

*DE TOIT AMAN COEUR*  
333,468

**SANDY MAC**  
333,634

**DANDRELL**  
334,213

**SHUN**  
335,071

**Yolayne**  
335,220

**DERMA-VAC**  
335,515

**ORVUS**  
335,736

**Artwood**  
336,062

**CASTILLA**  
M 302,507

**318,481**

**bon-o-dent**  
331,420

**333,783**

**NELOMBO**  
334,368

**NASCIODINE**  
334,571

**335,115**

**Form-A-Wella**  
335,375

**Ointrasan**  
336,816

**335,769**

**FOSSILITE**  
335,742

- 317,197.—Comfort Mfg. Co., doing business as Bomar Products, Chicago. (June 23, 1931.)—Dentifrices.
- 318,681.—Roundy, Peckham & Dexter Co., Milwaukee, Wis. (Oct. 29, 1922.)—Flavoring extracts.
- 318,897.—Georg Dralle, Hamburg and Altona, Germany. (Mar. 25, 1909.)—Perfumery.
- 319,253.—Ben Levy Co., Boston, Mass. (Sept. 1, 1931.)—Face powder.
- 324,092.—Arthur A. Dort, Brooklyn, N. Y. (Nov. 11, 1931.)—Toilet preparations.
- 324,136.—David Edward Bailey, Hamlet, N. C. (Mar. 1, 1931.)—Soaps.
- 324,388.—Edwin W. Malone, doing business as Complexion Companion Co., Los Angeles, Calif. (Jan. 26, 1932.)—Astringents and lotions.
- 325,452.—Armand Co., Des Moines, Ia. (Mar. 5, 1932.)—Cosmetics.
- 326,059.—Nellie Silverstein, doing business as Vi-Vu Products, New York. (July, 1928.)—Toilet preparations.
- 327,287.—Procter & Gamble Co., Cincinnati, O. (Feb. 23, 1932.)—Red oil.
- 331,420.—Percival L. Bonnell, St. John, N. B., Can. (April, 1932.)—Dental tooth powder.
- 331,631, 335,812.—Fay Wood Corp., New York. (Oct. 13, 1932.)—Tooth paste and shaving cream, respectively.
- 332,097.—National Oil Products Co., Harrison, N. J. (Oct. 1, 1918.)—Soaps, shaving creams.
- 332,225.—Carlova, Inc., New York and Binghamton, N. Y. (Oct. 29, 1932.)—Toilet preparations.
- 332,240.—Joseph Thierry, Denver, Colo. (Sept., 1922.)—Toilet preparations.
- 333,246.—Edward A. La Fountain, doing business as La Fontaine, Ltd., Glendale, Calif. (Dec. 26, 1929.)—Shampoos.
- 333,273.—Societa Boracifera di Larderello, Florence, Italy. (1913.)—Boric acid, borax, carbonate of ammonium, perborate of sodium.
- 333,468.—Parfumerie St. Denis, New York. (Nov. 15, 1932.)—Toilet preparations.
- 333,634.—Harry J. Mendlow, doing business as Malden Malt Products Co., Malden, Mass. (1927.)—Flavoring extracts.
- 333,783.—Ada Flint Smith, doing business as Ezza Mfg. Co., Albany, N. Y. (Aug. 15, 1902.)—Ointment and toilet cream.
- 334,023.—Parfumerie Rigaud, Inc., New York. (Dec. 29, 1932.)—Toilet preparations.
- 334,064.—Hortense V. Lederer, doing business as Lucky Charm Studios, Chicago. (Dec. 21, 1931.)—Toilet accessories.
- 334,076.—Societe a Responsabilite Limitee: Le Bakerfix, Nanterre, France. (July, 1932.)—Toilet preparations.
- 334,078.—Terri Cosmetics Corp., New York. (May 10, 1923.)—Cosmetics.
- 334,267.—Ro-Lan Co., Portland, Ore. (Jan. 1, 1933.)—Hair tonic.
- 334,313.—Lesma Products Co., Inc., New York. (1923.)—Toilet preparations.
- 334,365.—Les Laboratoires Dausse, Societe Anonyme, Paris, France. (Dec. 18, 1931.)—Toilet preparations.
- 334,571.—A. Morgan Davis & Co., Ltd., London, England. (Jan. 20, 1926.)—Medicated massage cream.
- 334,839.—Harry C. Kennedy, doing business as "Slic" Shave Co., Newark, N. J. (June 1, 1931.)—Shaving aid preparation.
- 334,872.—Hercules Powder Co., Wilmington, Del. (Jan. 16, 1933.)—Liquid soap for dry cleaning.
- 334,900.—Benjamin Ansehl, doing business as Benjamin Ansehl Co., St. Louis, Mo. (June 1, 1932.)—Toilet preparations.
- 334,926.—Natura, Inc., Seattle, Wash. (Jan. 26, 1933.)—Cosmetics.
- 334,939.—Mark J. Sullivan, doing business as Tyoga Products Co., Wellsboro, Pa. (Nov. 15, 1932.)—Toilet preparations.
- 334,998.—Horton & Converse, doing business as La Salle Pharmacal Co., Los Angeles, Calif. (Jan. 15, 1933.)—Tooth powder.
- 335,018.—Comfort Mfg. Co., Chicago. (Feb. 6, 1933.)—Toilet preparations.
- 335,022.—Robert Enterprises, Inc., New York. (Nov. 10, 1932.)—Perfumes.
- 335,026.—Leila V. Jackson, Inc., New York. (July, 1927.)—Cosmetics.
- 335,045.—J. B. Williams Co., Glastonbury, Conn. (Oct., 1901; Mar., 1915; 1891; Oct. 27, 1917.)—Preparations for hair and beard, toilet powders, dentifrices, and after-shaving preparations, respectively.
- 335,071.—Newbro Mfg. Co., doing business as Shun Co., Atlanta, Ga. (Aug. 8, 1932.)—Deodorant in paste form.
- 335,115, 335,117, 335,118.—Barbara Gould, Ltd., New York. (Feb. 16, 1933.)—Perfumes.
- 335,166.—A. Lombardo & Sons, Baltimore, Md. (Sept., 1931.)—Hair tonics.
- 335,186.—Bristol-Myers Co., New York. (Oct., 1915.)—Tooth paste.
- 335,193.—Eric Co., Inc., New York. (Jan. 30, 1933.)—Toilet preparations.
- 335,220.—Sylva-Cross Labs., Inc., New York. (Oct. 11, 1932.)—Toilet articles.
- 335,280.—La Dento Labs, Minneapolis, Minn. (Dec. 17, 1930.)—Cleansing powder for artificial teeth.
- 335,340.—Charles Winokur, Brooklyn, N. Y. (Aug. 22, 1932.)—Mouth wash and dental powder.
- 335,369.—Louis A. Sabini, New York. (Feb. 8, 1933.)—Deodorant.
- 335,375.—Alice V. Veazey, doing business as Form-A-Bella Lab., New Orleans, La. (Oct. 5, 1931.)—Reducing creams and astringents.
- 335,404.—Max Schreiber, New York. (Jan. 20, 1933.)—Ointment used in tweezing eyebrows.
- 335,421.—Lavatone Chemical Co., Seattle, Wash. (Feb. 7, 1933.)—Preparation for athlete's foot.
- 335,515.—William Meyer Co., Chicago, Ill. (Oct. 25, 1932.)—Cosmetics.
- 335,516.—Metro-Oil, Inc., St. Louis, Mo. (Nov. 1, 1932.)—Preparation for hair and scalp.
- 335,535.—Flora Werner, Milwaukee, Wis. (Jan. 1, 1932.)—Corrective cosmetics.
- 335,556.—John H. Albright, Hanover, Pa. (Feb. 23, 1933.)—Hair tonic.
- 335,562.—Cadolle Freres, Societe a Responsabilite Limitee, Paris, France. (Aug. 30, 1929.)—Toilet preparations.
- 335,595.—Richard Hudnut, New York. (Sept. 10, 1932.)—Shaving cream.
- 335,640.—Houbigant, Inc., New York. (Jan. 2, 1933.)—Face powder.
- 335,735, 335,736.—Procter & Gamble Co., Cincinnati, O. (Nov. 11, 1932, Nov. 4, 1932, respectively.)—Sulfo derivative having cleansing properties.
- 335,742.—L. A. Salomon & Bro., New York. (1925.)—Kieselguhr.
- 335,768, 335,769, 335,928.—Colgate-Palmolive-Peet Co., Chicago. (Mar., 1925, 1892, Sept., 1926, respectively.)—Soap.
- 335,838.—Usines de L'Allondon, S. A., La Plaine, Switzerland. (Apr., 1932.)—Perfumes, essential oils.
- 335,899.—Wilson & Buster, Inc., Kansas City, Mo. (Nov. 10, 1932.)—Liquid soaps.
- 336,004.—Kurt Gropengiesser, Levallois-Perret, France. (Nov., 1932.)—Hair tonic.
- 336,062.—Armstrong Cork & Insulation Co., Lancaster, Pa. (Mar. 4, 1933.)—Bottle and jar closures.

#### Oil of *Abies Nobilis*

E. V. Lynn and Sukeo Nakaya (Jour. Am. Ph. A. XXII, 4, 305) investigated the leaf oil of *Abies Nobilis*. They found it to contain approximately 78 per cent to terpenes over half of which is 1- $\beta$ -phellandrene and the remainder the two pinenes and probably camphene. The other 22 per cent is mostly sesquiterpenes or derivatives with small amounts of phenols, of esters of acetic and possibly caprylic acids, and of aldehydes and ketones.

# Crop and Market Reviews

## New York Market Report

THE threat of inflation and the fact of having gone off the gold standard has had an effect upon essential oils as it has on the general commodity markets. This effect has been in the form of a rise in prices on articles of general consumption in large lots or whose raw materials fall within that category. Many of these items have scored moderate price advances during the last three weeks. However, lack of sustaining demand and a continued anxiety on the part of some factors to sell goods have strictly limited the advance in prices and held them within moderate limits.

It is believed that any resumption of a normal demand for essential oils would promptly drive values into much higher ground, but, failing any such demand, it will be difficult in the opinion of most interests to hold prices at current advanced levels or to bring about an upward movement in the many items on the list which have shown no tendency at all to move forward during the current period. In short, the rise in prices has been disappointing to many and the continued lack of demand has made the market less strong than has been the case in a large number of other commodities, and especially in the basic commodities, such as grains, cotton, rubber and others.

### Prices Generally Firmer

There has been little change in floral products during the month. Supplies continue more than adequate for any current business and little effort has been made to raise prices even in the face of a violent fluctuation in foreign exchanges. There has been talk of higher levels, but it has been limited principally to talk thus far, actual transactions having failed to confirm an advancing trend. Seed and spice oils have been generally firmer and higher with clove leading the way with a comparatively sharp advance. Advances in raw materials have raised production costs with the inevitable result, although business has been quiet. Domestic oils have moved rather sharply in response to a very sharp advance in peppermint. After reaching almost record low levels, prices on this item have shot quickly back to "normal" levels, and it is reported that some forward business in the country has been done. The new crop will be small, according to early reports, although there is still time for expansion of acreage if prices seem to warrant that course. Messina oils are unchanged and generally dull. The trade is still speculating what the effect of the return of legal beer will have on these products, and the consensus is that consumption will be quite sharply reduced this Summer.

Soap makers' oils have been in reasonably good demand during the last two weeks and have firmed up, although actual advances have not been much in evidence. Miscellaneous items of lesser importance remain quiet and without material change although a continued drop in exchange or in the value of the

(Continued on following Page)

## The Orange Flower Crop

GRASSE, May 7.—The orange tree grown in the South of France for perfumery purposes is the bitter orange tree (*Citrus bigaradia*). The important place occupied by the products drawn from its flowers and from its leaves in the manufacture of extracts and of Cologne waters is well known. It is also of interest and importance to cast a glance at the whole of the present situation of this particular crop, which has had to bear the brunt of exceptionally severe Winters during the last few years and which has been likewise hard hit by the worldwide economic depression.

There are two principal reasons that account for the declining crop of orange flowers, one being the frequency of the frosts and the other the division of the lands into lots. As a matter of fact the severe frosts seem to be much more frequent than they used to be in this region, which on the whole is such a temperate one. Formerly a frost could be counted upon to occur about once every 20 years, but since about ten years ago they have set in successively one after the other with great acuteness, causing heavy damage in the orange groves. In 1920, during the night of the 17th to 18th of December, the frost caused the destruction of fully one-third of the orange-trees, whose trunks literally burst. Since then the severity of several Winters has considerably aggravated this disappearance, more especially the severe Winter of 1928-1929, which wrought considerable havoc in well-nigh all the plantations, many of which were annihilated. It would seem, finally, as if the climate of the region has become colder and therefore less favorable for this particular crop. Furthermore, the division of the lands into lots, which have multiplied along the coast-line from Cannes to Menton, has not spared the region of Golfe Juan-Vallauris, where little by little the plantations of orange trees are being replaced by villas, dwelling houses, revenue-producing buildings, etc. There are, therefore, good grounds for the particular anxiety felt in regard to the fate of a local industry that formerly was so flourishing, should present conditions continue as they are for a few years more.

The oil of neroli which used to cost 400 gold francs before the war (at that time 0.75 francs a kilo was paid for the flower) has since reached as high as 22,000 paper francs, equivalent to about 4,100 gold francs, the flower having been paid for at 21 francs per kilo, which was the price following the general rise in prices of all products and particularly at the time of the frost in February, 1929. At the present time it is much cheaper and it is to be hoped that this price may cause the buyers to become numerous again for a product, the use of which in fine perfumery is absolutely essential and which cannot be satisfactorily replaced by any of the numerous substitutes that have been placed on the market.

This year the orange blossom crop is belated as a result of the period of cold that we had the end of February and a return of the severe Winter weather the second half of April. The Golfe Juan-Vallauris



center is the one in which it is possible as early as now—provided, of course, that the forecast is not too premature—to regard the crop as a very satisfactory one. The harvesting is rather advanced and the gardens have begun to yield their first flowers to the distilleries of the region. In the other centers only some buds here and there can be discerned.

All in all, it is possible to look forward to a very sufficient production for present requirements of perfumery, which unfortunately are very slight. In view of this lack of requirements, the existence of old stocks and the prospect of a still less favorable immediate future as regards a business revival, the price of the flower presumably will be established at a very low limit. Last year under identical conditions of the crop the price for the flower was established at 1.75 francs per kilo (1.25 francs for the free flowers). Since that price declined by 60%, will the price of the flower be established this year at 1 franc per kilo? It has in fact been set at 1.50 francs per kilo which is above the anticipated level.

A meeting of the Union of Defence of Flower Producers was held on April 12, and in it, following an examination of the situation, it was held that the price of 1 franc was ridiculous and did not cover the costs of operation. This Union, or Syndicate, proposes several solutions, and in case of a setback it proposes measures that go so far even as to call for no harvesting with the passage of a bill through the Chamber of Deputies for the repression of frauds in flower matters. It is known that this latter question has been covered by two bills proposed (declaration of the crops of perfume plants and derivatives—declaration of the production of lavender essence and upon its appellations) and that the Central Syndicate of Essential Oils and Aromatic Raw Materials, in accord with the Syndicate of Distilling Perfumers of Grasse, the Union of French Syndicates of Perfumery and the General Syndicate of French Drug Merchants, has declared itself as opposing most stoutly the adoption of the said proposals.

#### Jasmin Essential Oil

A. LABO, *Riv. ital. essenze e profumi* 13, XXXI-XXXIII (1931).—A thousand kg. of jasmin flowers yielded 178 g. concrete essence with solvents, 194 g. by distn. and 1600-2250 g. by absorption. The essence obtained by absorption was finer; the products in the first 2 cases having no Me anthranilate, the most important constituent, formed during absorption in the cold. The concrete essence had a buttery appearance, m. 50° and sapon. no. 90-123; by soln. in alc. and drying was obtained, after distn. of the solvent, a yield of 57% of abs. essence. For estg. Me anthranilate the jasmin oil was dissolved in 3 vols. of ether, the soln. cooled to 0°, 1 vol. concd. H<sub>2</sub>SO<sub>4</sub> and 5 vol. ether added, the ppt. washed and dissolved in water. A part of the soln. was titrated with 0.5 N KOH and phenolphthalein; another sapon. with excess of KOH and titrated. If the ppt. is pure the 2nd quantity of KOH used must be double that of the 1st. The essence contains 7.5% linalyl acetate, 3% jasmin, a liquid ketone, C<sub>11</sub>H<sub>16</sub>O, the constitution of which is unknown, *p*-cresol, geraniol and farnesol.—*Chemical Abstracts*.

## New York Market Report

(Continued from Preceding Page)

dollar will undoubtedly result in higher prices even without any supporting demand to confirm and sustain higher levels.

### Synthetics and Derivatives

The market has been quiet, and, aside from reasonably sharp advances on derivatives in which raw materials have been advanced, there has been very little change in the price level. Sellers report more inquiry for a wide range of items, but at the same time ruefully state that it has thus far resulted in little business and at more or less unprofitable levels. Other industries than those covered by this magazine, however, have come into the market for supplies in better volume and are showing more interest in current developments, and the trade anticipates good business from many of them during the next few weeks. This is especially true of the insecticide trade whose heaviest season is at hand and in which a constantly increasing volume of synthetics is being consumed.

Competition continues keen in the more active items and has held back the threatened advance in price to a very considerable degree. Both importers and domestic manufacturers outwardly decry price competition but engage in it nevertheless with the result that open quotations are not adhered to to any great extent and reports are heard of some business being done at very low levels. The most important price change during the month was a very sharp drop in the price of clove oil vanillin accompanied by a decline, less sharp, in guaiacol vanillin. Little change in volume of business accompanied this action of the manufacturers.

### Patent on Toothpastes

It has been found that the addition of benzyl alcohol to the usual toothpastes and powders has a marked action in improving their cleansing properties, so that the yellow film covering the teeth as well as the tartar are quickly removed. This is therefore accomplished without the need of adding acid to the tooth preparations as heretofore and also without attacking the enamel of the teeth, as usually happens with preparations intended for loosening the tartar from the teeth.

Benzyl alcohol may, accordingly, be added to the common formulae for toothpastes and powders, or it may be simply mixed with fillers or diluents and used in this form. This is entirely feasible, because the action of benzyl alcohol is sufficient in itself, as the sole ingredient of the toothpaste, etc., to produce highly effective preparations.

The tooth-cleansing preparation may for example have the following composition: 10 grams of benzyl alcohol, 10 grams of precipitated chalk and 20 grams of glycerin. The benzyl esters of various organic acids, such as formic acid, acetic acid, lactic acid or valerianic acid, may be used in the place of benzyl alcohol. *Franz Noecker, Stuttgart, Germany. German Patent No. 556,490, filed September 22, 1927.*

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS							
Almond Bitter, per lb.	\$2.20@	\$2.40		Hops .....	(oz)	6.00@	7.00
S. P. A. ....	2.50@	2.75		Horsemint .....		4.25@	
Sweet True .....	.49@	.52		Hyssop .....		40.00@	
Apricot Kernel ...	.24@	.30		Juniper Berries ...		1.40@	1.65
Amber, crude .....	.24@	.30		Juniper Wood .....		.60@	.62
rectified .....	.50@	.60		Laurel .....		15.00@	
Ambrette, oz. ....	46.00@			Lavender, English ..		32.00@	
Amyris balsamifera ..	2.20@	2.80		French .....		1.55@	3.25
Angelica .....	22.00@	35.00		Lemon, Italian .....		1.05@	1.40
Anise, U. S. P. ....	.38@	.43		Calif. ....		.75@	.90
Araucaria .....	1.75@	1.85		Lemongrass .....		.46@	.55
Aspic (spike) Spanish	.55@	.65		Limes, distilled .....		7.00@	8.50
French .....	.70@	.90		expressed .....		10.00@	10.50
Balsam Peru .....	6.00@			Linaloe .....		1.30@	1.75
Balsam, Tolu, per oz.	4.25@			Lovage .....		27.50@	
Basil .....	40.00@			Mace, distilled .....		1.00@	1.15
Bay .....	1.65@	2.00		Mandarin .....		4.75@	7.50
Bergamot .....	1.40@	2.00		Marjoram .....		6.25@	
Birch, sweet N. C. ...	1.50@	1.75		Melissa .....		5.00@	
Penn. and Conn. ....	2.15@	3.00		Mirbane .....		.15@	
Birchtar, crude .....	.15@			Mustard, genuine ....		8.50@	10.00
Birchtar, rectified ..	.50@	.55		artificial .....		1.60@	1.85
Bois de Rose .....	1.20@	2.15		Myrrh .....		10.00@	
Cade, U. S. P. ....	.28@	.32		Myrtle .....		4.00@	
Cajeput .....	.55@	1.00		Neroli, Bigarade, pure		90.00@	150.00
Calamus .....	3.00@			Petale, extra .....		120.00@	175.00
Camphor "white" ....	13.12@	.20		Niaouli .....		3.45@	
Cananga, Java native.	1.85@	2.00		Nutmeg .....		1.00@	1.15
rectified .....	2.25@			Olibanum .....		6.50@	
Caraway .....	1.65@	1.75		Orange, bitter .....		1.70@	2.00
Cardamom, Ceylon ...	14.00@	25.00		sweet, W. Indian..		1.20@	1.40
Cascarilla .....	60.00@			Italian .....		1.00@	1.60
Cassia, 80@85 per cent	.90@			Spanish .....		2.65@	2.75
rectified, U. S. P. ...	1.15@	1.25		Calif. exp. ....		.80@	.95
Cedar leaf .....	.70@	.75		dist. ....		.45@	.60
Cedar wood .....	.28@	.30		Origanum, Spanish ..		.95@	
Cedrat .....	4.15@			Orris root, con. (oz.)		4.00@	5.00
Celery .....	7.75@	8.00		Orris root, abs. (oz.)		35.00@	50.00
Chamomile .....	(oz.)	2.50@	7.00	Orris Liquid .....		18.00@	25.00
Cherry laurel .....	12.00@			Parsley .....		6.50@	
Cinnamon, Ceylon ...	8.00@	13.50		Patchouli .....		3.25@	3.65
Cinnamon, Leaf .....	2.25@			Pennyroyal, American		1.85@	2.15
Citronella, Ceylon ...	.38@	.45		French .....		1.40@	
Java .....	.50@	.56		Pepper, black .....		6.50@	
Cloves Zanzibar .....	.75@	.78		Peppermint, natural.		2.55@	2.75
Cognac .....	22.00@	28.00		redistilled .....		2.85@	3.15
Copaiba .....	.50@	.60		Petitgrain .....		1.10@	1.45
Coriander .....	3.80@	4.25		French .....		2.10@	2.60
Croton .....	2.35@	2.50		Pimento .....		1.20@	1.50
Cubebs .....	2.70@	3.00		Pine cones .....		3.00@	
Cumin .....	7.25@	7.75		Pine needle, Siberia..		.80@	.90
Curacao peels .....	5.25@			Pinus Sylvestris .....		2.00@	2.15
Curcuma .....	3.00@			Pumilionis .....		2.20@	
Cypress .....	4.35@	4.75		Rhodium, imitation ..		2.00@	4.50
Dillseed .....	3.15@	3.40		Rose, Bulgaria. (oz.)		6.00@	20.00
Elemi .....	1.45@			Rosemary, French ...		.30@	.40
Erigeron .....	1.30@	1.60		Spanish .....		.26@	.35
Estragon .....	38.00@			Rue .....		2.25@	
Eucalyptus .....	.26@	.30		Sage .....		2.15@	
Fennel, Sweet .....	1.15@	1.30		Sage, Clary .....		22.00@	37.50
Galbanum .....	26.00@			Sandalwood, East .....			
Galangal .....	24.00@			India .....		6.00@	7.00
Geranium, Rose .....				Australia .....		3.00@	
Algerian .....	4.40@	4.60		Sassafras, natural ..		.60@	.70
Bourbon .....	4.40@	4.75		artificial .....		.20@	.30
Spanish .....	16.00@			Savin, French .....		1.85@	2.00
Turkish .....	1.85@	2.10		Spearmint .....		1.05@	1.50
Ginger .....	3.25@	3.50		Snake Root .....		8.00@	10.00
Gingergrass .....	3.00@	3.15		Spruce .....		.73@	.80
Grape Fruit .....	3.15@	3.50		Styrax .....		7.00@	
Guaiac (Wood) .....	2.85@			Tansy .....		1.90@	2.10
Hemlock .....	.73@	.80		Thuja .....		1.50@	
				Thyme, red .....		.60@	.70
				White .....		.70@	1.00
				Valerian .....		8.00@	10.00
				Verbena .....		3.75@	7.00
				Vetivert, Bourbon ...		4.75@	6.00
				Java .....		10.00@	25.00
				East Indian .....		30.00@	
				Wine, heavy .....		1.40@	
				Wintergreen, Southern		3.00@	
				Penn. & Conn. ....		5.00@	8.00
				Wormseed .....		1.90@	2.10
				Wormwood .....		2.70@	2.95
				Ylang-Ylang, Manila.		29.00@	35.00
				Bourbon .....		4.00@	8.00
TERPENELESS OILS							
Bay .....	5.25@	5.75		Bay .....		5.25@	5.75
Bergamot .....	8.00@	10.00		Bergamot .....		8.00@	10.00
Clove .....	4.00@	5.00		Clove .....		4.00@	5.00
Coriander .....	20.00@			Coriander .....		20.00@	
Geranium .....	3.00@	12.50		Geranium .....		3.00@	12.50
Lavender .....	5.50@	8.00		Lavender .....		5.50@	8.00
Lemon .....	6.75@	14.50		Lemon .....		6.75@	14.50
Lime, Ex. ....	65.00@			Lime, Ex. ....		65.00@	
Orange, Sweet .....	78.00@	90.00		Orange, Sweet .....		78.00@	90.00
bitter .....	90.00@	115.00		bitter .....		90.00@	115.00
Petitgrain .....	5.00@	6.00		Petitgrain .....		5.00@	6.00
Rosemary .....	2.50@	3.75		Rosemary .....		2.50@	3.75
Sage, Clary .....	90.00@			Sage, Clary .....		90.00@	
Vetivert, Java .....	35.00@			Vetivert, Java .....		35.00@	
Ylang-Ylang .....	28.00@	35.00		Ylang-Ylang .....		28.00@	35.00
OLEO-RESINS							
Benzoin .....	2.50@	5.00		Benzoin .....		2.50@	5.00
Capsicum, U. S. P. ...				Capsicum, U. S. P. ...			
VIII .....	2.65@	3.00		VIII .....		2.65@	3.00
Alcoholic .....	3.00@			Alcoholic .....		3.00@	
Cubeb .....	3.25@			Cubeb .....		3.25@	
Ginger, U. S. P. VIII	3.00@			Ginger, U. S. P. VIII		3.00@	
Alcoholic .....	3.25@			Alcoholic .....		3.25@	
Malefern .....	1.45@	1.60		Malefern .....		1.45@	1.60
Oak Moss .....	6.00@	15.00		Oak Moss .....		6.00@	15.00
Olibanum .....	3.25@			Olibanum .....		3.25@	
Orris .....	17.00@	28.00		Orris .....		17.00@	28.00
Patchouli .....	16.50@	18.00		Patchouli .....		16.50@	18.00
Pepper, black .....	4.00@	4.60		Pepper, black .....		4.00@	4.60
Sandalwood .....	16.00@			Sandalwood .....		16.00@	
Vanilla .....	6.75@	8.75		Vanilla .....		6.75@	8.75
DERIVATIVES AND CHEMICALS							
Acetaldehyde 50% ...	2.00@			Acetaldehyde 50% ...		2.00@	
Acetophenone .....	2.00@	3.00		Acetophenone .....		2.00@	3.00
Acetyl Iso-eugenol ...	9.00@			Acetyl Iso-eugenol ...		9.00@	
Alcohol C 8 .....	14.00@	20.00		Alcohol C 8 .....		14.00@	20.00
C 9 .....	26.00@	40.00		C 9 .....		26.00@	40.00
C 10 .....	18.00@	30.00		C 10 .....		18.00@	30.00
C 11 .....	30.00@	40.00		C 11 .....		30.00@	40.00
C 12 .....	14.00@	25.00		C 12 .....		14.00@	25.00
Aldehyde C 8 .....	50.00@			Aldehyde C 8 .....		50.00@	
C 9 .....	70.00@	125.00		C 9 .....		70.00@	125.00
C 10 .....	50.00@	82.00		C 10 .....		50.00@	82.00
C 11 .....	40.00@	75.00		C 11 .....		40.00@	75.00
C 12 .....	75.00@	105.00		C 12 .....		75.00@	105.00
C 14 (so-called) ...	15.00@	35.00		C 14 (so-called) ...		15.00@	35.00
C 16 (so-called) ...	20.00@	40.00		C 16 (so-called) ...		20.00@	40.00
Amyl Acetate .....	.85@	1.00		Amyl Acetate .....		.85@	1.00
Amyl Butyrate .....	1.40@	1.75		Amyl Butyrate .....		1.40@	1.75
Amyl Cinnamate ....	2.50@			Amyl Cinnamate ....		2.50@	
Amyl Cinnamic Alde-				Amyl Cinnamic Alde-			
hyde .....	3.90@	4.00		hyde .....		3.90@	4.00
Amyl Formate .....	1.75@	2.00		Amyl Formate .....		1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	.90@	1.20	Methyl Benzoate	1.40@	1.75	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate	1.10@	1.35
Anethol	1.15@	1.25	Methyl Eugenol	2.90@	6.75	Boric acid, ton	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate	.08@	.08½
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.00@	4.00	Methyl Octene Carb.	24.00@	32.00	Sulfate	.03¾@	.04
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Camphor	.53@	.65
Benzyl Alcohol	.95@	1.50	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03½@	.06½
Benzyl Cinnamate	7.00@	9.00	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Formate	2.90@	3.25	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Iso-eugenol	18.00@	27.00	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.35@	.40
Benzyl Propionate	2.00@	5.50	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzylidenacetone	2.50@	4.00	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, Colloidal	.03@	.03½
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.06½@	
Bromstyrol	4.00@	5.00	Ether	4.50@	7.00	Fuller's Earth, ton	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white	.20	.22
Carvol	3.25@	4.00	100%	8.50@	10.50	amber	.09½@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	2.50@	4.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate	7.00@	10.00	Sumatra	.24@	.30
Cinnamic Aldehyde	2.50@	3.50	Phenylethyl Alcohol	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Pro-			Hydrogen peroxide	.05@	.08
Citral C. P.	2.60@	3.00	pionate	12.00@		Kaolin	.06@	.08
Citronellal	2.40@	3.00	Phenylethyl Valerate	16.00@		Labdanum	3.50@	5.50
Citronellol	2.40@	2.75	Phenylpropyl Acetate	8.00@	11.00	Lanolin, hydrus	.18@	.22
Citronellol Acetate	4.50@	8.00	Phenylpropyl Alcohol	6.00@	12.00	anhydrous	.20@	.24
Coumarin	3.50@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	8.00@	12.00	Magnesium, Carbonate	.06¾@	.07½
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02½@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	.15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	7.00@	10.00	Oils, vegetables (See Soap Sec.)		
none	3.75@	5.00	Styralyl Acetate	20.00@		Olibanum, tears	.13@	.30
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.08@	.13
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd.	.20@	.75
Ethyl Benzoate	1.20@		Vanillin (clove oil)	4.65@	5.50	Paraffin	.03½@	.05
Ethyl Butyrate	1.00@		(guaiacol)	4.40@	5.00	Patchouli leaves	.16@	.20
Ethyl Cinnamate	4.00@		Vetiveryl Acetate	21.00@	25.00	Petrolatum, white	.06½@	.10½
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	.90@	1.50
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	2.60@	3.50				Rhubarb root, powd.	.28@	.50
Geraniol, dom.	2.00@	6.00				Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00				Rose leaves, red	.55@	.85
Geranyl Butyrate	5.00@	10.00				pale	.40@	.50
Geranyl Formate	4.25@	10.00				Rose water, gal.	1.25@	
Heliotropin, dom.	2.10@	2.40				Salicylic acid	.40@	.45
foreign	2.50@					Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50				Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00				Soap, neutral white	.19@	.23
Indol, C. P. (oz.)	2.25@	5.00				Sodium, Carb. crys.	.01¾@	.02¼
Iso-borneol	2.30@					Phosphate, tri-basic	.03½@	.04
Iso-butyl Acetate	2.65@					Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25				Styrax	.40@	3.25
Iso-butyl Salicylate	3.00@	6.00				Sulfur, precip.	.17@	.20
Iso-eugenol	3.50@	4.50				Tartaric acid	.27@	.30
Iso-safrol	1.75@					Titanium oxide	.22@	.25
Linalool	1.90@	2.75				Tragacanth, No. 1	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75				Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@					Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00				Vetivert root	.30@	
Menthhol, Japan	3.00@	3.85				Violet flowers	.95@	1.15
Synthetic	2.25@	3.00				Zinc, Peroxide	.18@	.21
Methyl Acetophenone	2.20@	3.00				Oxide	.13½@	.15
						Stearate	.21@	.28

#### BEANS

Tonka Beans, Para.	1.00@	1.25
Angostura	1.60@	2.00
Vanilla Beans		
Mexican, whole	3.00@	4.50
Mexican, cut	2.50@	2.75
Bourbon, whole	.80@	1.50
South American	2.00@	2.50

#### DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190-proof, gal.	2.37½@	2.63½
Almond meal	.21@	.25
Alum, potash	.03¾@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.19@	.22
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal.	9.00@	12.00
Oregon	1.00@	1.20

# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## Window Display Experiments

by W. F. Schaphorst, M. E.

SOAP makers will doubtless be interested in some window display experiments recently conducted. One experiment proved that perfection is of great value and so is contrast.

A merchant placed a 39 cent article in his window beside a set of the finest silver he could obtain, regardless of price. The silver set emphasized the quality of the product even though the product itself had nothing whatever to do with a silver set and did not resemble it in any way. Sales were increased to 33½ per cent above normal in spite of the higher price.

Then the merchant went back to the old method of mass display, at the same time reducing the price of the product to 29 cents instead of 39 cents. Sales instantly dropped back to normal. All of which conclusively proves that price is *not* as important as many merchants believe.

In another experiment display windows were draped and all merchandise was removed for three weeks. Sales on articles dropped off considerably—from 14 to 41 per cent, depending on the article. It was estimated that the net loss was \$1,000 a week.

It was determined in a third experiment that a right-hand window, under normal conditions, is worth about 20 per cent more than a left-hand window. In other words, products that are difficult to sell should be displayed in right-hand windows, because such windows have 20 per cent greater attention value.

There is unquestionably a science that underlies profitable window display which is largely a matter of psychology. Simplicity, good taste, and an emphatic *point* in a display are of greater importance than all other factors combined.

## Production of Depilatories in Turkey

Depilatories are consumed extensively by all classes in Turkey, and, because their import has been prohibited since October, 1929, domestic production has been given considerable encouragement. Two brands dominate the market, both of them in powder form, retailing at \$0.47 per box of about 50 gram content. Should the prevailing import prohibition be lifted, prospects for the sale of American depilatories would be favored; however, there is no indication at present of any change in existing regulations. (*Department of Commerce.*)

## Magnesium Carbonate in Soap

By Paul I. Smith

THE economic importance of basic magnesium carbonate, *magnesia alba levis*, in the soap industry is now becoming appreciable, and increasingly large



quantities are being utilized in the manufacture of moderately priced toilet lines. Although this inert inorganic material does not possess any marked detergent ability, it does materially improve both the appearance, feel and general cleansing power of a good soap, and, of course, lowers considerably the cost of production. On these and many other important prop-

erties of magnesium carbonate rests its popularity with soap boilers, and technical experts consider it to be a very useful addition to soap.

Carbonate of magnesia is only slightly soluble in water and the solution has an alkaline reaction. The composition of the carbonate is usually said to be identical with that of a hydro-magnesite, but authorities differ slightly concerning the formula; the one most favored is:  $3 \text{MgCO}_3 \cdot \text{Mg}(\text{OH})_2 \cdot 4\text{H}_2\text{O}$ . Greider, *J. Ind. Eng. Chem.* 1922, 14, 385, reports that light magnesia in use in the rubber industry has the formula:  $11 \text{MgCO}_3 \cdot 3(\text{OH})_2 \cdot 11\text{H}_2\text{O}$ .

The most suitable form of magnesium carbonate for use in the soap industry is chemically pure, free flowing, finely powdered, and of the same quality as employed in perfumery.

## Characteristics of Magnesium Carbonate

The marked absorptive nature of light magnesium carbonate is, of course, well known to the chemist, but it is only comparatively recently that this property has been exploited for the benefit of the soap manufacturer. The fact that magnesium carbonate will absorb four times its weight of water is a sufficient indication of its great potentialities as a filler and stiffener. It is stated on good authority that the absorbent properties of this material help to improve the cleansing power of a soap, so that the carbonate merits consideration as a useful aid to detergent efficiency and can hardly be classed as a common filler.

Soaps containing magnesium carbonate press very well and possess a smooth, non-greasy feel which is often a most desirable characteristic from a selling



point of view. In the case of certain super-fatted soaps, there is a tendency for the cake to reveal an excess of greasiness, and the presence of a small percentage of magnesia will remove this without interfering in any way with the general tendencies of the soap. The physical characteristics of a soap are frequently improved by the addition of magnesia, as the latter appears to afford a certain welcome lustre, which must not be confused with the glitter of soaps filled with large proportions of talc and other undesirable additives.

Owing to the finely divided nature of magnesium carbonate, it makes intimate contact and thorough penetration with all the other ingredients of the soap, thus uniting them all into one firm bond. While a complete mixing is, of course, necessary to ensure perfect homogeneity of the mass, magnesium carbonate facilitates mechanical action by reason of its own physical characteristics. In the case of many common fillers, both organic and inorganic, it is not infrequent for a slight lumpiness and uneven texture to be noticeable, and filled soaps often shrink, especially when exposed to abnormal temperatures, such as are experienced in the Far East. When magnesium carbonate is utilized as a soap additive, the soap will neither shrink nor display uneven texture or any other defect. This material may, in fact, be offered to the soap manufacturer with every confidence as it is completely trustworthy in action and economical in use.

#### General Effects of Magnesium Carbonate

Magnesium carbonate does improve the appearance of a good soap by whitening its color and thus rendering possible the production of brighter and more brilliant effects when dyes are used for tinting purposes. At the same time, the inert nature of the additive prevents any reaction with the ingredients commonly employed in soap making, such as, fatty acids, glycerine, caustic soda or potash, dyes, inorganic salts, perfumes, antiseptics, etc. While magnesium carbonate is very slightly alkaline, it does not exercise any modifying effect on the sensitive dyes used, and the popular alizarine and naphthol compounds, tartar yellow, chrysoidine, diazamine products and similar colors all show up to good advantage when magnesium carbonate is present. Apart from the whitening of the base, this inorganic filler has a stabilizing effect and tends to prevent the appearance of mottled and patchy colors. The latter property of the carbonate is probably due to a purely physical cause and, indeed, it is commonly found that the presence of finely divided particles of inert matter often exercises a most desirable stability in many kinds of organic products.

In the case of perfumes, magnesium carbonate is well known to be an excellent carrier and diluent. It is, in fact, widely used in the manufacture of cosmetic preparations which require the presence of inert carriers and diluents for high class and expensive perfumes. The effect of magnesium carbonate on the keeping qualities of a perfume are also worthy of note, and it has been shown that it does materially assist the fixation of essential oil and other fine ingredients. This fact is of great importance to the soap manufacturer, who quite frequently has to contend with a loss of perfume in cheap soaps which have been kept in

store for any appreciable length of time. The modifying action of the carbonate on the perfumes is negligible for all practical purposes, and it may be used with all types of essential oils, fixatives, etc. The marked distributing ability of carbonate of magnesia towards the perfumes merits some comment. This valuable property of the filler renders possible an economy of perfume and a consequent lowering of the cost of production. This is of first rate importance when we consider that the cost of a toilet soap is largely determined by the amount and quality of the perfume employed.

#### Effect of Magnesium Carbonate on the Skin

The action of magnesium carbonate on the skin is, of course, a vital consideration. It has been proved by experience that this material is not in any way irritating to the most sensitive skin. On the contrary, it has a beneficial effect, and tends to prevent chapped hands or cracked skin. The above statements refer, of course, to chemically pure magnesium carbonate and not to common commercial varieties containing objectionable impurities. The importance of the beneficial effect of the carbonate on the skin is obvious, and progressive soap manufacturers will not hesitate to mention the fact in their advertisements.

One important characteristic of magnesium carbonate is that it is a very smooth powder and, with water, makes a delightfully smooth paste. This imparts a pleasant feel to the soap and slightly increases its lathering power. Thus, although no real improvement in detergent action may be noticed, the carbonate will bring about an apparent improvement, which in its way is equally important as it renders washing more pleasurable and probably more thorough.

There is no doubt that carbonate of magnesia is of the greatest value to the soap manufacturer, providing it is wisely and discriminately used. The following advantages may be summarized:

1. Owing to its marked absorptive nature magnesium carbonate is an ideal filler and stiffener.
2. Soaps containing this material press well and possess a smooth, non-greasy feel.
3. The finely divided nature of this carbonate helps to prevent objectionable defects in the soap, such as shrinkage, spottiness or lumpiness, etc. It may be noted that the presence of magnesium carbonate in soaps to be exported to the East is most desirable, as shrinkage is very common in hot climates, and the carbonate will prevent this as explained previously.
4. The whitening action of this additive improves the general appearance of a soap and also enables brighter and cleaner colored soaps to be produced.
5. The distributing, carrying and diluting actions of magnesium carbonate are particularly valuable; especially is this esteemed in the manufacture of moderately priced perfumed soaps where cost of production must be cut down to a minimum.
6. This additive is devoid of all objectionable effect on the most sensitive skin, and in fact, possesses a beneficial action.
7. The smooth, lubricating property of magnesium carbonate renders it a pleasant kind of filler for toilet soaps.

## Soap Materials Market

### Vegetable Oils

Since our last review, there has been a steady advance in prices of practically all commodities, and vegetable oils have also shared higher price levels. There has been a good buying demand from soap makers and other consumers of vegetable oils to substantiate these changes.

Crude cottonseed oil sold and is firm at 4c lb. in the Southeast and Valley, and comparatively little is being offered even at this price. Crude corn oil followed this advance by selling at 4½c lb., Midwest mill, an increase of one cent per pound since last month. Domestic crude soyabean oil sold at 4½c lb., Midwest mill, and is now quoted at 5c lb., Midwest mill, with but little available.

Crude coconut oil has not been as active as many of the other oils, but is now firmer with importers willing to quote only limited quantities for immediate future shipments at 3½c lb., Pacific Coast or at 3½c lb., New York, in tanks. Copra has been firmer, and indications point to higher levels.

Palm oils, sulphur olive oil foots and denatured olive oil have been active and are quoted at higher levels than in our last review. Prices abroad have advanced and, coupled with this, the rate of exchange has raised prices here. Many consumers have been buying a good portion of their requirements, well into the future, whenever reactions in the rate of exchange occur.

A. H. HORNER.

### Tallow

With the Administration's program beginning to swing into full stride the prices of all commodities have advanced considerably in value and, in a way, in spectacular manner. While some of the soapmaking fats, for instance, tallow, which has had an advance in price of around 70 per cent from its low—show a sharp accretion in value, it is not unhealthy for the reason that their value was unduly depressed. Soapmakers all report a decidedly better demand for their products. Buying of fats during the period has been in fairly heavy volume.

Fancy tallow is priced today at 4½c per pound, loose; No. 2 tallow at 3¾c. House grease last sold at 3½c per pound, loose.

The Middle Western market still continues to lead in firmness, with last sales of packers' prime at 4½c per pound, Chicago.

E. H. FREY.

### Azo Derivatives of the Pyrimidines

Bogert and Davidson (*Proc. Nat. Acad. Sc.* 18, 3, 215) gave the results of a preliminary survey of the azo derivatives of the pyrimidines with particular reference to derivatives of uracil.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra.....	\$0.03%	@
Edible .....	.04¼	@
Fancy .....	.04%	@
Grease, white .....	.03½	@
House .....	.03	@
Yellow .....	.03	@
Lard .....	.05¼	@ .07¼

### Fatty Acids

Coconut Oil, 98% Saponifiable, tank.....	.04%	@
Corn Oil, 95% T.F.A. tanks.....	.04	@
Red Oil, distilled, tanks .....	.05¼	@
Saponified .....	.05%	@
Stearic Acid, single pressed.....	.08	@
Double pressed .....	.08½	@
Triple pressed .....	.11¼	@

### Soap Making Oils

Castor No. 1, tanks .....	.08½	@
No. 3, tanks .....	.08	@
Coconut, Ceylon Grade, tanks .....	.03	@
Cochin grade, tanks .....	.03½	@
Manila grade, tanks .....	.03¾	@
Corn, crude, Midwest mill, tanks.....	.04½	@
Cotton, crude, Southeast, tanks.....	.02¾	@
Refined .....	.03¾	@
Foots, 50% T.F.A. ....	.01	@ .01½
Lard, common No. 1 barrels .....	.06½	@
Olive, denatured, max. 5% F.F.A. ....		
drums gal. ....	.62	@ .64
Foots, prime, green, barrels .....	.04¾	@
Palm, Lagos, max. 20% F.F.A., drums .....	.03¾	@
Niger, casks .....	.03½	@
Palm, kernel, tanks .....	.04¾	@
Peanut, crude, barrels .....	.06¾	@
Refined, barrels .....	.08½	@
Soya beans, max. 2% F.F.A., Midwest .....		
mill, tanks .....	.05	@
Tallow, acidless, barrels .....	.06	@
Whale, Crude No. 1, Coast, tanks.....	.04	@
Refined, barrels .....	.06	@ .06½

### Glycerine

Chemically pure, drums extra .....	.10¼	@ .11¾
Dynamite, drums included .....	.08¼	@ .09
Saponification, drums .....	.05	@ .05½
Soap, lye .....	.04½	@ .04¾

### Rosin

#### Barrels of 280 pounds

B .....	\$3.85	K .....	\$4.85
D .....	4.00	M .....	4.90
E .....	4.25	N .....	5.10
F .....	4.55	W.G. ....	5.25
G .....	4.60	W.W. ....	5.60
H .....	4.70	X .....	5.65
I .....	4.75	Wood .....	4.13

### Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00	@ \$1.60
Sulphuric, 60°, ton .....	11.00	@
66°, ton .....	15.00	@
Borax, crystals, carlots, ton .....	42.00	@ 71.00
Cyclohexanol (Hexalin) .....	.30	@
Naphtha, cleaners, tank cars .....	.06¼	@
Potassium, carbonate, 80@85% .....	.05%	@
Hydroxide (Caustic potash) 88@ .....		
92% .....	.06¼	@ .06¾
Salt, works, ton .....	11.50	@ 14.00
Sodium carbonate (Soda ash) 58% .....		
light, 100 pounds .....	1.15	@ 2.09
Hydroxide (Caustic Soda) 76% .....		
solid, 100 pounds .....	2.50	@ 3.59
Silicate 40°, drums, works, 100 .....		
pounds .....	.75	@
Sulphate, anhydrous .....	.01¾	@ .02¼
Phosphate, tri-basic .....	.03	@ .03¼
Zinc oxide .....	.05¾	@

